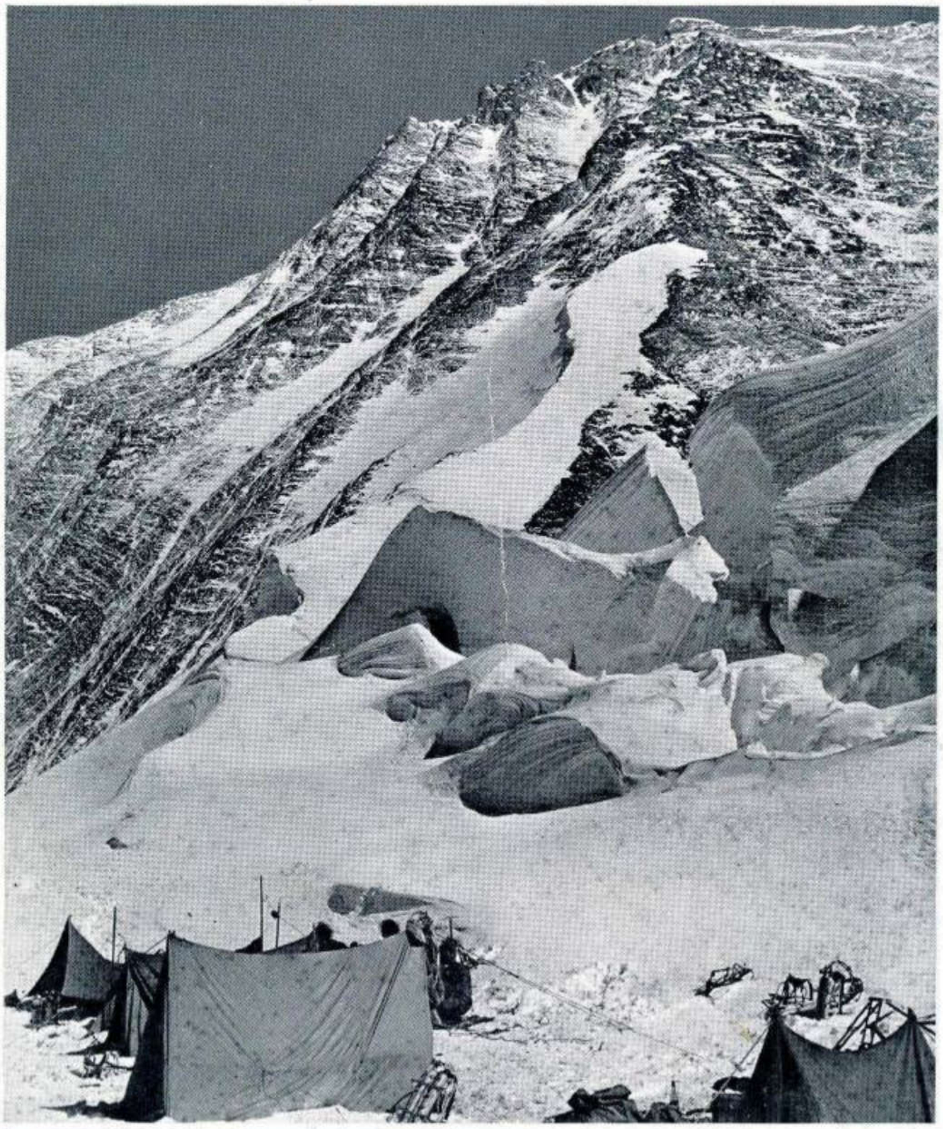
The Beaver

No. 1 OUTFIT 264 JUNE 1933

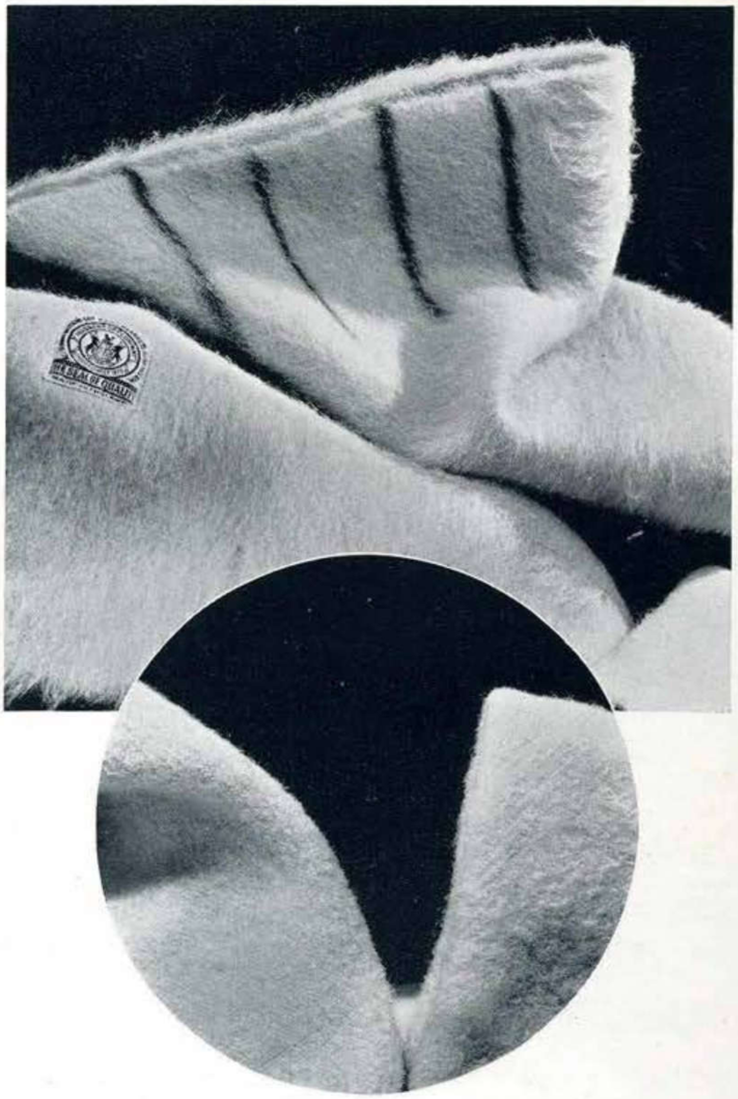


Hudson's Bay Company
INCORPORATED 2ND MAY 1670

What d'you mean when you say 'forever'?

WE mean that if your grandmother had bought a Hudson's Bay blanket in Fort Garry in 1873 and it looks as well as the one in the lower left hand corner, it stands a good chance of lasting forever.

These blankets that have served in pioneer homes and on the most famous exploration expeditions of modern times are now adapted, in a series of five pastel shades, for use in Canadian homes.



Somebody's grandmother bought the blanket in the lower picture in 1873 (name on request) and it has been washed so often that it wore out three generations of wash boards and now gets sloshed about in a swish washing machine and continues to come up smiling.

And above it we offer you the absolute ultimate in blankets—the "Point" blanket—available now in pastel shades. There is no product upon which the Seal of Quality is more worthily placed. It is the best blanket in the world for you, for your grandmother, for your wife, for your children and for the unborn generations—for ever and ever.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

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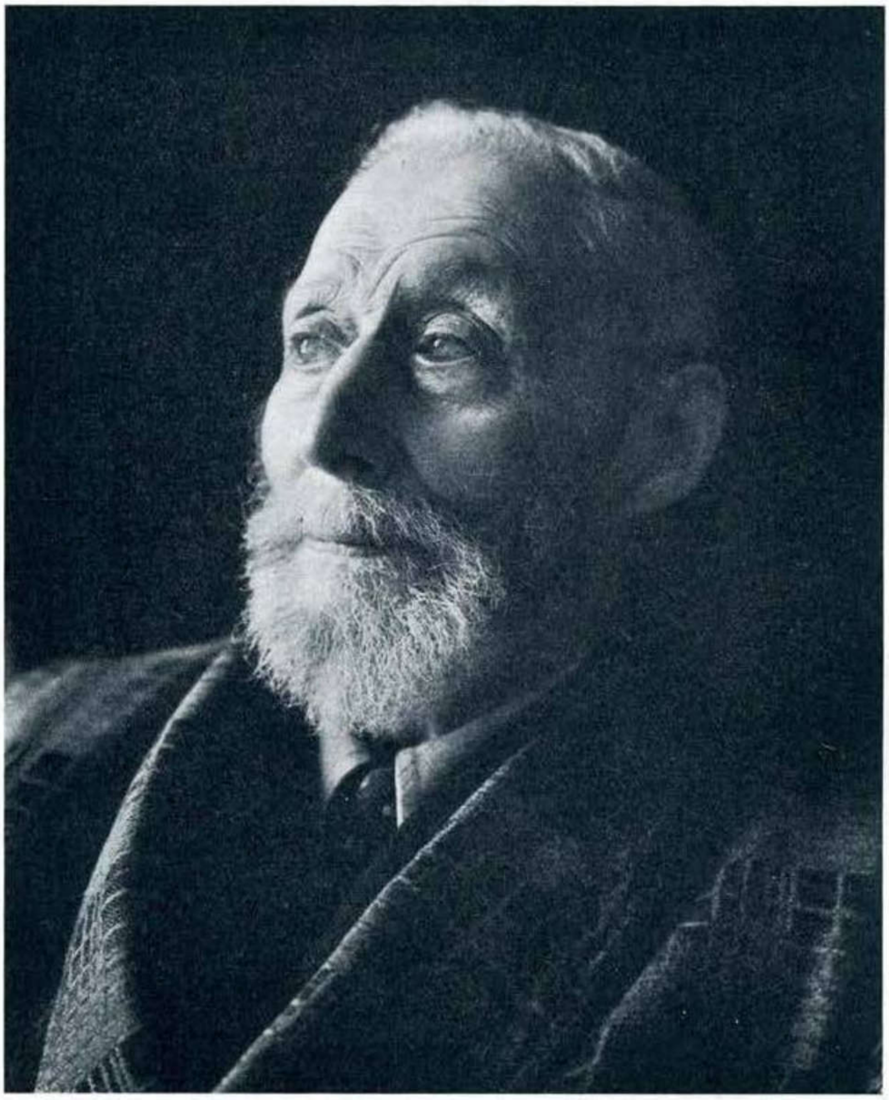
In This Issue

Chief Trader William Cornwallis King (Illustration) 4
The H B C Packet 5
The London Fur Exchange Opens 6
Blanc Sablon, The John o'Groats of Canada — *L. A. C. O. Hunt* 8
The Grand Rapids Tramway — *Marcile* 9
Manito-Wapa 11
Down South with the Governor — *Mark Denne* 12
Re Staff Measles 17
Red River Reminiscences — *Archbishop Matheson* 18
Herd of 2,300 Reindeer for Food 19
The Pioneer Builder 20
Winners of February, March and April Suggestion Contests 22
Farthest North Golf Course 25
H B C Stores Staff Promotions 26
Scout Eric Liddell Goes North 27
Here and There in the Service (Illustration) 28
Moose Factory: A Dream Romance 29
News From the Stores 30
Merchandise to All the World (Illustration) 42
Floats 48
The Cover Picture 52
Treaty Payment — *S. A. Taylor* 53
Here and There in the Company's Service 54
Fur Trade 56
Music of the North American Indian — *Chas. H. M. Gordon* 67
A Day with the Wavies — *R. J. Spalding* 68
Adventurers (Poem) — *T. E. Smale* 69
The General Court, 1933 70
Nineteen Books Reviewed — *H. M. Hunter* 77
Obituary 79



Chief Trader William Cornwallis King, Retired

The HBC Packet

ON Tuesday, 4th April, just prior to his departure for London to attend the Annual General Court of the Company, Mr. P. A. Chester, General Manager of the Company, was given a dinner at the Manitoba Club by Mr. George W. Allan, Chairman of the Canadian Committee. Representatives from all departments of the Company were present to join in the expression of good wishes. In proposing a toast to the General Manager, Mr. Allan outlined the changes that had taken place in the general administration of the Company during recent years, emphasizing the importance of the administrative task assumed by the Canadian Committee in 1930. Mr. Chester replied briefly, thanking the members of the organization for their support and good wishes.

The selection of fifteen Canadian boys for positions of apprentice clerks in the fur trade department has attracted general attention in the press. The fact that this comparatively modest new employment has been created is regarded highly significant in these times. These apprentices—selected from hundreds of applicants—are the heirs to a great tradition created by men who rose to distinction in public life, in exploration and in commerce after starting as apprentices in the fur trade.

The Beaver frontispiece, this issue, carries a picture of Chief Trader William Cornwallis King, who was eighty-eight years of age in April. It is the finest tribute we could pay to Mr. King to say that he is still a grand old fur trader, but as well as this he is the oldest living commissioned officer of the Hudson's Bay Company. Mr. King is frequently sought out by writers on Western Canadian history and he has always given very generously of his own reminiscences. He was born in Madras, India, in 1845 and retired on pension in 1902 after forty years service with the Company.

Mr. E. R. Peacock, member of the London Committee, and Mrs. Peacock had the honour of dining with the King and Queen at Windsor Castle on April 23.

Directors of the Hudson's Bay Company gave a luncheon in London on Friday, May 5, at the Savoy Hotel, to the Rhodes scholars from Canada and Newfoundland at present in England. Among the guests invited to meet them were Mr. A. D. MacTier, Mr. E. R. Peacock, Capt. Victor Cazalet, the Marquis of Lothian, Mr. H. A. L. Fisher, Sir Sothern Holland, Sir Archibald Weigall, Mr. Stanley Bruce, Sir Henry Birchenough, Mr. J. W. Beaumont Pease, Sir George McLaren-Brown, Mr. P. A. Clews, Mr. C. K. Allen, Mr. P. A. Chester and Mr. F. A. Stacpole.

Upon learning of a new distinction received by the Governor of the Hudson's Bay Company, the following message was cabled to Mr. P. Ashley Cooper by Mr. George W. Allan, Chairman of the Canadian Committee, on 23rd May: "I and my associates on the Canadian Committee extend to you our hearty congratulations on your appointment member new London Transport Commission created by Government."

A Section of the Audience in the Sale Room at Beaver House Witnessing the Opening Ceremony of the London Fur Exchange

The London Fur Exchange Opens

The Lord Mayor Opens the Strathcona Room in Beaver House—Significant Event in Fur Trade History—The Governor's Speech

THE London Fur Exchange came into official existence in the Strathcona Room of Beaver House on February 22, 1933—a significant date in the history of the fur trade. The creation of this organization adds substantially to the importance of London as the world's mart. It is significant that the London Fur Exchange should be opened in Beaver House, Garlick Hill, the headquarters of the Hudson's Bay Company. The exchange is to be open daily, except during the fur sales and on Saturday, from 11 a.m. to 12.30 p.m. Membership is subject to election by the board of management to all those associated with the industry—brokers, dressers, dyers and merchants. The Strathcona Room is a delightfully proportioned and panelled hall situated on the ground floor of Beaver House and immediately below the fur sales room.

The ceremony was performed by the Lord Mayor of London, Sir Percy Greenaway, who was accompanied by the sheriffs. They were welcomed by Mr. Francis E. Goad, president of the London Fur Exchange, who invited the Governor of the Hudson's Bay Company to hand over the premises to the Lord Mayor.

In asking the Lord Mayor to open the new exchange, Mr. P. Ashley Cooper said: "I feel that it is a great privilege that I should have the opportunity of welcoming you, sir, the Right Honourable the Lord Mayor, in this building of the Hudson's Bay Company on the occasion of the opening ceremony of the London Fur Exchange. When the formation of a fur exchange was first proposed, it seemed to be the general feeling that the building of the Hudson's Bay

Company was the natural place where it should be established.

"As Governor of the Company, I most cordially welcome the idea, and my colleagues and I are most anxious to do all we can to foster this movement, for I am convinced that the formation of this exchange is not only a step in the right direction but one of the most important developments which has occurred in the fur trade for many a long day.

Opening of the London Fur Exchange (Strathcona Room of Beaver House) by the Right Honourable The Lord Mayor of London, Sir Percy Greenaway, on 22nd February, 1933

Right to left—The Lord Mayor; Mr. F. E. Goad (Goad, Rigg & Co.), President of the London Fur Exchange; Mr. Sheriff C. H. Collett; Mr. Raymond Poland (P. R. Poland & Son Limited), Master of the Skinners' Company; Mr. Sheriff W. Lacon Threlford; Mr. S. Kallin (Moscow Fur Trading Co. Limited).

"I am also pleased to welcome here today the representatives of the great London exchanges, and many others representing the other commercial activities of our city. While they are, perhaps, not directly interested in the fur trade, they will all appreciate its importance to them when I say that every year there are handled here furs to a value of between twelve and thirteen million pounds sterling. These furs, as you are well aware, do not originate here, nor do they in large degree remain here. This trade is chiefly an *entrepot* one, the importance of which has been realized in recent times to a far greater degree than formerly.

"Not only does it earn the livelihood of those engaged in the fur trade, but it calls for the services of many other branches of commerce—shipping, banking, insurance—those services which have made London great.

"At a time such as the present, when so many trades are looking round for support from others, be it from tariffs or currency reform, it is encouraging to see this important step taken by the fur trade on its own initiative. This is a development for which the organizers deserve our warmest thanks.

"And now, my Lord Mayor, the president will shortly ask you to open the exchange. For that purpose I have the honour to hand you this silver key."

In accepting the key, the Lord Mayor referred to the Hudson's Bay Company as a great corporation which had been in existence in the city for over two hundred and sixty-two years, during which time it had occupied the premier place in the fur trade of London. It had contributed in a large measure to making London what it undoubtedly was today—the fur trade centre of the world.

Representing the Hudson's Bay Company on the board of management of the London Fur Exchange are Mr. F. A. Stacpole, vice-president, and Mr. J. D. J. Forbes.

Blanc Sablon, The John o'Groats of Canada

"Not a Handful of Earth"

By L. A. C. O. HUNT, Fort Chipewyan

TRANSATLANTIC travellers to this country who pass by way of the Strait of Belle Isle cannot help but notice, providing there is no fog (which so often envelopes this part of the country), the bleakness and the barren-like appearance of the mainland.

At the extreme western end of the strait, sheltered by towering hills, lichen and moss-covered hills that seem to rise up sheer from the sea, nestles the Bay of Blanc Sablon, a thankful haven of refuge from an uninviting ocean for many a weary fisherman.

A small sedate church, around which is clustered a number of neat looking shacks perched on rocks of precarious appearance, is situated at the apex of this bay. This constitutes all that Blanc Sablon can materially boast of; but its heritage is great.

For years the fishermen of Blanc Sablon have been contributing to the markets of the world with fish, and cod as its own specialty. What a pleasant odour it is—the intermingling of the briny ozone with that of the drying of cod-fish. At the water's edge the neat array of stages upon which the fish is unloaded adds to the picturesqueness of this fishing hamlet situated so far from civilization.

"The country that God gave to Cain" was how Jacques Cartier described it when making his famous voyage down the St. Lawrence three centuries ago. And Cartier added, "There was not a handful of earth to be found." And well did he express himself; for, apart from rocks and moss, the country around Blanc Sablon is bereft of vegetation.

In contrast with the uninviting bleakness of the country, is the extraordinary hospitality on the part of the natives. The majority come from Newfoundland, where fishing is hereditary, whilst the remainder, speaking a peculiar *patois* of French, originate from the Gaspe peninsula and Acadia.

One of the most beautiful sights that I have ever experienced occurred on that warm sunny September afternoon when I entered that exquisite bay. It was a never-to-be-forgotten sight, a reminder of ancient days, a real link with the past. At anchor, riding like majestic queens upon a gentle swell that was rolling in the bay from the mighty ocean beyond, were five of the trimmest looking four masted schooners that could ever be conceived in the mind of any artist. It reminded one immediately of pictures portraying the departure from Bristol of John Cabot for his great journey of adventure, and it seemed as though I was suddenly transplanted into the historic past of three centuries ago.

Yes, Blanc Sablon can surely boast; for this Canadian John o'Groats is a paradise for nature lovers, and a thankful haven of rest from that mighty ocean for those intrepid fishermen.

The Grand Rapids Tramway

An Abandoned Route of the Fur Trade

By MARCILE

NOT long ago I traversed—not in the accepted fashion, but on foot—one of the most interesting tramways in Western Canada. I have travelled on several types of railways, varying from narrow gauge ones in Alberta coal mines, where the cars are hauled on the upper levels by small, compact locomotives and on the lower ones by ponies, to the subways of New York. But the Grand Rapids tramway is, to my mind, more suggestive of romance and the usages of days now past than any other.

The track was originally laid in the days of canoe and York boat transportation, and the mode of transport was by horse-drawn flat cars. It was found necessary to build such a road for the purpose of overcoming a seven-mile portage to avoid a very rough and dangerous stretch of rapids at that point on the Saskatchewan river just prior to where it enters Lake Winnipeg. The rapids are not quite in a direct line, as one would expect, but form the shape of a very shallow crescent; so that the road, which was cut through the bush from one end of the rapids to the other, is practically straight and slightly shorter than the water route. At the time of building, all the freight for the western districts coming from England was transported as far as York Factory by the Hudson's Bay Company's vessels, from York Factory to Oxford House by York boat freight, and thence by canoe and York boat via Norway House, Grand Rapids, and so up the Saskatchewan river to the western districts.

Fifty-five tons of iron were used in the construction of the track, and the rails were brought in from the United States to Winnipeg by steamer in 1877 and reforwarded to Grand Rapids by the Hudson's Bay Company steamer *Colville*. Walter Moberly, of the C.P.R., was in charge of the construction.

We became acquainted with the Grand Rapids tramway in this wise: On the arrival of the steamer on which we were travelling at Grand Rapids, the captain told us that, as the boat would be staying at Grand Rapids for the afternoon, a good way for us to spend the time would be to run the rapids in canoes. Now, there are captains and captains; and as this was my first encounter with ships and tall stories, I believed him. We all did. His directions were most explicit. We were to go to a point indicated on the bank of the river, where we would find Indians waiting, with horses and flat cars, who would see that we had a comfy ride to the far end of the tramway, were safely stowed in canoes, with competent guides who would take us through the rapids, and so back to the steamer.

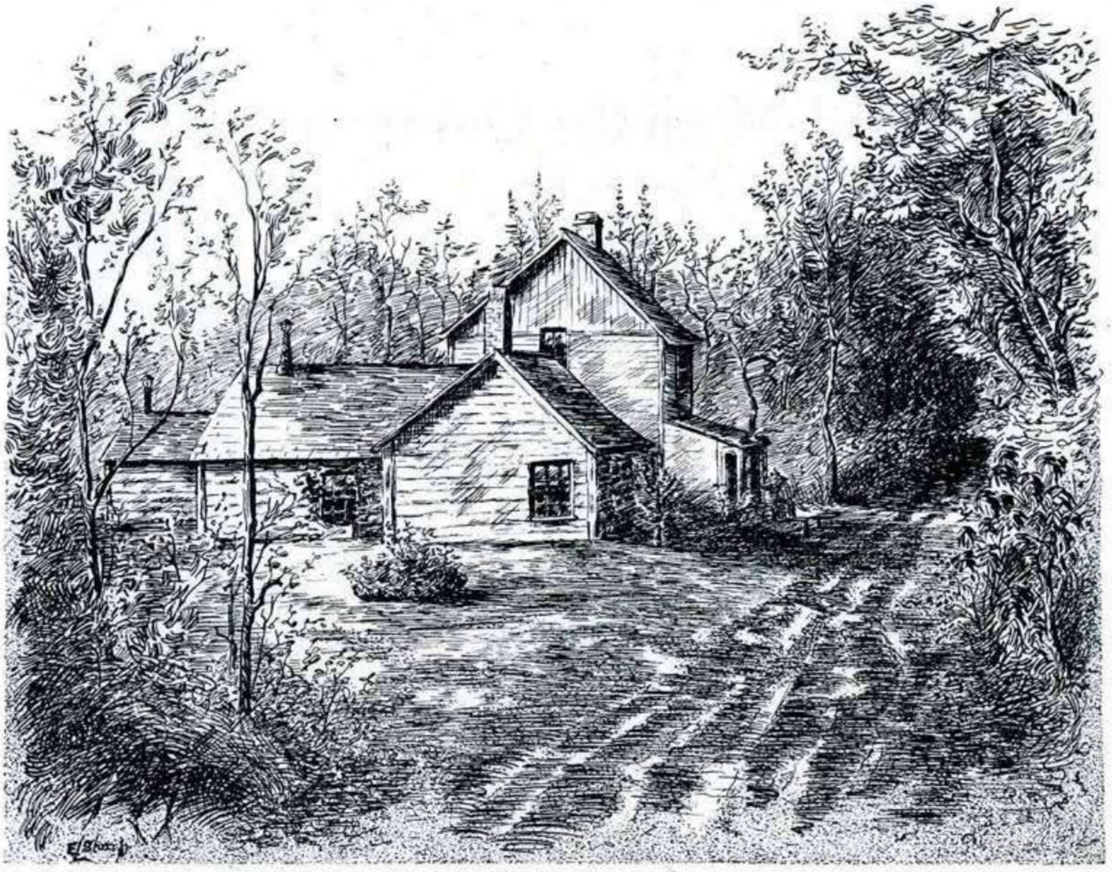
We left the steamer shortly after lunch, and finding no Indians or horses by the flat cars, which were looking rather dejected, forlorn and moss grown, and thoroughly incapable of motion, decided to walk to the far end of the track and canoe down the rapids anyway. So off we went—four missionaries, a medical student, one nurse-to-be, and the writer. Kind friends on the boat had urged the necessity of heavy coats to avoid getting soaked in the rapid-running process. We had heeded, and were loaded down with trench coats. The first few miles were quite uneventful. Heavy timber closed us in on each side, and gay little flowers peered out from between the rotting ties on which the track was laid and from the edge of the solid green wall which closed us in, right and left. The country rose steadily in long undulating ridges. Every time we topped a rise it was only to see another and higher one beckoning us on. And then the nurse-to-be lost the heel of her shoe. Now, losing a heel may not seem a tragedy to a man, but to a woman (especially when it is a French heel) well—! We stopped, and the heel was hammered on, and re-hammered on at intervals of approximately every hundred yards. The business of topping ridges was getting a little monotonous; so we struck off along a little track to the left in hope of finding a shorter route to the rapids, but only found a native lime-kiln at the end of it. However, still with the spirit of explorers, we kept on through the bush. The going was getting more intricate every step, over fallen trees, under flopping branches, twigs in our hair, and our stockings in shreds; and all this under a burning sun. We resought the track. At last, having hopped, skipped and jumped over rotted and rotting ties for some five miles in all, we arrived at the north end of the rapids, to the accompaniment of thunder and black clouds which had been in the offing all afternoon. But— No Indians were there; only two little Indian boys, offensively good natured, who grinningly assured us, "No men here. All gone. Canoe gone too." So, facing south, we retraced our aching way.

Hop, skip and jump over the ties—heel lost again! Thunder rumbling in the north, and black clouds gathering. I thought, unenvyingly, of the many voyageurs who had packed loads over that very portage under much more trying circumstances, and liked it. Frankly, I didn't. An underfed husky, black as sin, with a chain dangling several feet from his collar (by which he had evidently been secured, but had broken) joined our party and lolloped along quite companionably, making playful grabs at swinging hands and skirts, and adding a note of uneasiness to the feminine portion of the party.

And so to the steamer; where, with no longing looks at the green shores of Grand Rapids, we faced the mirth of our fellow passengers. But, I ask you, how many of you can boast of having walked the full length of any tramway and back in one summer afternoon, to the hazardous accompaniment of mosquitoes, black flies, thunder and broken heels?

◆

The Royal Canadian Mounted Police have become mechanized and modernized to a large extent within the past few years. The horse, so closely associated with the scarlet coated force, is being replaced by machines. With the added duties of customs preventive work and the fact that six provinces have scrapped their provincial police departments in favour of protection by the R.C.M.P., this force now has 2,500 officers and men. Their equipment is made up of 359 automobiles, 27 motorcycles, 13 trucks, 101 boats (both seagoing and for use in inland waters), 445 sled dogs, and only 256 horses. The dogs are still much in demand for work in the far northern sections of Canada, although aeroplanes are rapidly coming into use to make in a few hours journeys that take dogs days and weeks.



The Old Manitouwapaw Indian Agency on the West Shore of the Narrows, Lake Manitoba
From Pen and Ink Drawing by Mrs. E. L. Sharp

Manito-Wapa

An Examination of the Origin of the Name Manitoba

WRITING on "Place Names and Their Canadian Origins," J. J. Wilson, of Winnipeg, states: "I was for some years in charge of Manitoba House, a fur trading post of the Hudson's Bay Company situated on the west shore of Lake Manitoba, about fifteen miles from The Narrows. Just adjacent, and strung along the lake shore with its long narrow lots, lay Manitoba House Settlement, with its Anglican mission church, log tower belfry and parsonage in the centre. Nearby was the schoolhouse and post office of Kinosota.

"The Ebb and Flow Indian reserve was nearby and the Dog Creek reserve was directly opposite on the east shore of the lake. . . . . As the Hudson's Bay Company contemplated closing their post, I decided to take a venture on my own account and bought the old Manito-wapa Indian agency building, picturesquely located on the west shore of the Narrows (at this point about half a mile wide) and looking out on Manitou Island. This locality was a sacred place to the Indians. They called it *Manito-wapaw—Manito* from the island, which they believed to be the dwelling place of the Great Spirit, and *Wapaw*, meaning Narrows. Manito-Wapa became, in the language of the white man, Manitoba."

The sketch reproduced in this issue was the work of Mrs. E. L. Sharp, who lived in the house for some time with her father.

Down South With the Governor

The Narrative of a South American Trip

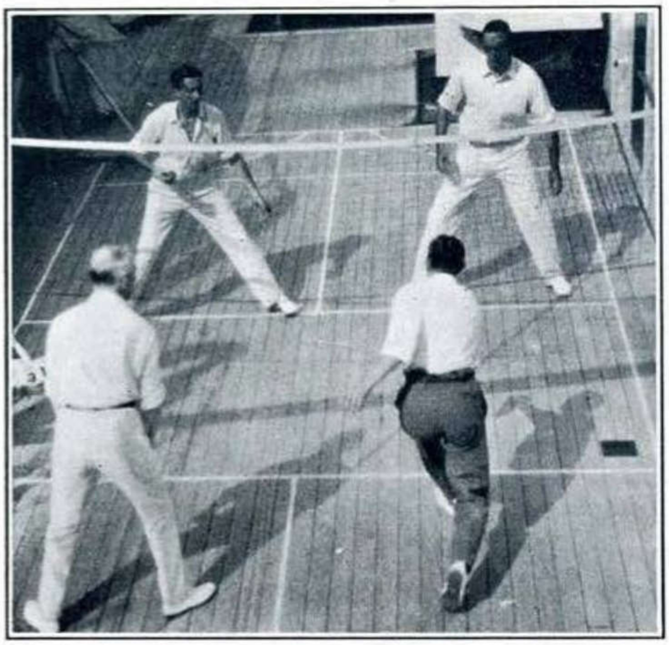
By MARK DENNE

The Governor in Buenos Ayres

AS was briefly mentioned in the December issue of *The Beaver*, the Governor made an interesting trip to South America before embarking on his Canadian tour. He made a close study of the fur industry in the countries he visited and it is hoped that his studies will enable the management to develop plans in connection with the Hudson's Bay Company fur trade.

On the 4th of June the Governor left Southampton by the *Alcantara*. This vessel is Britain's largest and most luxurious motor liner. She was built quite recently by Harland & Wolfe at Belfast and has two propellers driven by immense Diesel engines. The advantage of Diesels over steam is that they do not take up so much space. This is a very important consideration when applied to vessels engaged on the South American trade, for it is necessary for them to have large refrigerated holds to carry the hundreds of thousands of chilled and frozen meat carcasses to England from the Argentine in cold storage.

After touching at the ports of Cherbourg, Corunna, Vigo and Lisbon, the *Alcantara* reached Madeira on the 9th of June. The great liner slid into the bay in the early morning, and passengers were awakened by the shouts and splashes of the diving boys. The boys are extremely skilful in their trade of diving into the depths after the coins flung down from the promenade decks. They nearly always come up gaspingly triumphant with the money in their hands. Madeira is a great pleasure resort, for it has a warm equable climate, and there are good hotels.


The Governor Playing Deck Tennis on Board R.M.S.P. Alcantara

It might be thought curious when it is stated that a great deal of tobogganing takes place at Funchal, the capital and port of the island. Actually, however, the tobogganing takes place not on snow but on the stone cobbles of the streets. The streets are steep, and no doubt sleds have been found easier to handle than wheeled carts. The cobble stones are now so highly polished that rubber soles are an important necessity, as several of the passengers found!

After leaving Madeira, the transatlantic voyage began along nearly the same route as Mollison followed on his recent record breaking flight from England to South America. This route may have a regular air mail in the future, and the Dornier firm have already constructed flying boats specially for the service. At present there is a French air mail service as far as West Africa; the mails are then rushed over to South America on swift craft specially suited for this purpose.

On the crossing, the island of Fernando Noronha was sighted. Although not so lonely as some of the islands off the Canadian coasts, this little island stuck in the middle of the South Atlantic almost on the equator is certainly in an isolated position; but one day it will be an important air station. At present it is used as a penal establishment for some eight hundred Brazilian convicts, and the *Alcantara* went near enough to the island to enable passengers to see some of its inhabitants and also the grim remains of a vessel that had been wrecked on its rocky coast.

On Deck in the Tropics, R.M.S.P. Alcantara

The crossing of the "line" was celebrated with the usual picturesque and amusing scenes. Father Neptune came out of the "ocean" and subjected those passengers who had not crossed the line before to initiation to his "kingdom." They were put in a chair and lathered with an immense amount of soap, and then were tipped back into a swimming bath and thoroughly ducked by Neptune's attendants. The Governor, who had "crossed" many times before, was able to look on in peace.

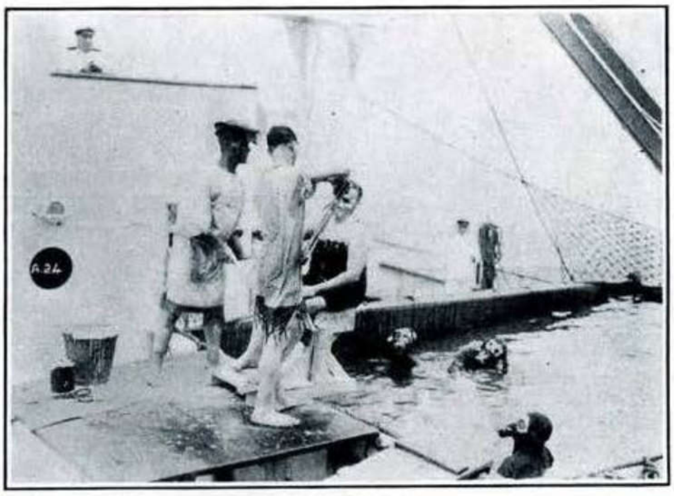
From Madeira to the South American coast occupied nine days, and the ocean passage gave the Governor the opportunity of enjoying several long talks with the captain. The captain, he found, knew all about the famous paddle steamer *Beaver*, which for many years did yeoman service for the Hudson's Bay Company on the Pacific coast. The gallant little ship is the subject of this year's Hudson's Bay Company calendar.

Bahia was the first port of call in South America. This city, founded in 1510, now with a population of 329,900, has a name immediately suggestive of the glamour of Latin America. Its title is "Bahia de Sao Salvador de todos os Santos" (Bay of the Holy Saviour of All Saints), a name that immediately recalls the romantic days of the early Portugese navigators. The city is popularly supposed to have three hundred and sixty-five churches, a description which may be ascribed to poetical imagination. Nevertheless, some seventy churches actually exist. Bahia is an unusual city in other respects, for it is built on two levels, its two sections being connected by lifts.

After a short stay in Bahia, the vessel proceeded to Rio de Janeiro, scene of half the romantic tales that have ever been written about the southern seas. Steaming into Rio's wonderful landlocked harbour, one is reminded of ancient windjammer days when the plaintive notes of "Sailing Down to Rio" would drift across the sea as the misty outline of Cape Polonio first came into sight. Here it was that the famous "Whisky" shanty was frequently heard as the old-time sailormen manned the capstan when their vessel was ready to put to sea. The words of this shanty are amongst the most characteristic of all the songs of the hard-bitten shell-back.

"Oh, whisky is the life of man,
Whisky for my Johnnie,
I drink it out of an old tin can,
I drink whisky when I can,
Oh, whisky for my Johnnie!"

And the strains would gradually die away as the ship slipped silently to sea.


Crossing the Line

Most of the coast line of Brazil is inhabited, but inland lies an impenetrable forest region extending over an area approximately equalling that of France, Belgium, Germany and Austria combined, or, taking a Canadian comparison, to the western half of Canada made by a line drawn vertically through Winnipeg. The Brazilians call this steaming jungle the "Green Devil."

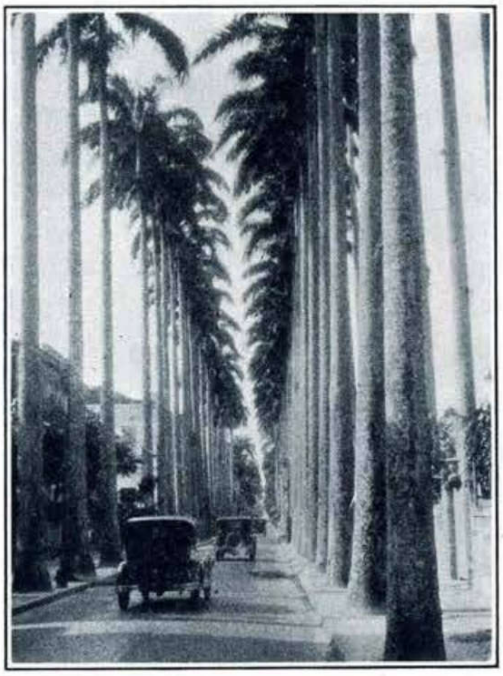
Rio harbour, some fifteen miles in length and in places seven miles wide, is flanked by mountains. The most remarkable pinnacle is the Pao de Assucar (the Sugar Loaf), which is a solid rock 1,100 feet in height rising sheer from the sea. The peak, when viewed from certain aspects, exactly resembles the old-fashioned sugar loaf. There is a cable railway to the summit of this peak. Close by is Corcovado, the Hunchback, a mountain that rises steeply for 2,300 feet. The top of this peak may be reached by means of well built roadways which, in places, have been skilfully hewn from the solid rock. On its topmost pinnacle stands a gigantic figure of Christ, a landmark for sailors for many a league. No less than one hundred and twenty-five feet high is the statue, and at night-time it is flood-lit. On clear nights the effect is striking enough, but when clouds obscure the lower part of the peak, the lighted statue gleams high above the clouds and affords an indescribably impressive spectacle.

The city of Rio de Janeiro, and in fact the whole of Brazil, has been largely developed by British capital. Railways and public utility companies have British capital, engineers and administrators. The light and power of Rio and other cities is controlled by the Brazilian Traction Company, a Canadian company with its headquarters in Toronto.

Two hundred miles south of Rio lies Santos, the principal port of the prosperous state of Sao Paulo. Here is another marvellously beautiful spot and, were it not for the fact that Rio stands so near at hand, Santos would be far more famous than it is today. It is the leading coffee port of the world, and from here comes most of the coffee used in Hudson's Bay Company stores.

About a half century ago Santos had a bad name on account of the prevalence of yellow fever in the port, and tales are still told of vessels lying derelict because their crews had perished. But today there is no sign of this plague. Indeed, when yellow fever broke out in Rio some years ago, Santos, once its favourite haunt, remained immune.

Whilst at Santos, the Governor visited the city of Sao Paulo, which stands on a plateau nearly 3,000 feet above sea level. Probably on account of the altitude, the inhabitants of Sao Paulo have a more energetic appearance than those of most other Brazilian cities. Indeed, the Governor remarked that it greatly resembled its North American namesake, St. Paul, Minnesota. The British railway connecting the cities of Santos and Sao Paulo has to overcome many exceptionally steep gradients, so much so that in places the rack and pinion principle has to be used. Sao Paulo is the second city in Brazil and has a population of about 1,000,000 souls. It was the headquarters of the 1932 revolution, which broke out just after the Governor left.



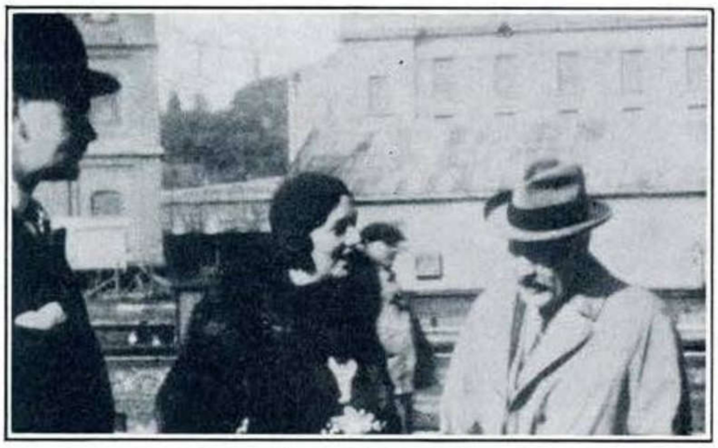
A Street in Rio

At all the cities visited by the *Alcantara*, the Governor was busy with conferences with business men, bankers and others, but when Montevideo was reached he was met by his South American colleagues who had travelled from Buenos Ayres, and the round of work began in earnest.

The Governor is chairman of the Province of Buenos Ayres Waterworks, and also of the Primitiva Gas Company of Buenos Ayres. When he became chairman of these companies about six years ago they were on the verge of bankruptcy, and it is a tribute to his able guidance that they are both now earning large profits.

Montevideo, which is the capital of Uruguay, has a British community of about nine hundred persons, and is a clean, brisk city. After a short stay the *Alcantara* sailed on to Buenos Ayres, which was reached on the evening of June 23rd.

The party were now 6,121 nautical miles from Southampton, and were in the sixth city in the world. Buenos Ayres is the largest city in the Southern Hemisphere, having a population estimated at about 2,200,000. To give an indication of its amazing growth, it is sufficient to say that in 1880 the population was



His Excellency Sir Ronald Macleay, British Ambassador to the Argentines, Seeing the Governor and Mrs. Cooper Off at Buenos Ayres

300,000! The city is well laid out and has many fine parks and plazas.

With the arrival of the Governor and his party in the city, an immense amount of work was put in hand immediately. Agendas had been forwarded for his perusal when he was still in Rio, and now in Buenos Ayres life was one long round of business engagements. There was one continuous stream of meetings, inspections, conferences with mayors and city officials, and visits to the president of the republic and his ministers. Besides these, there were a great many receptions, official dinners and lunches, and many speeches to be made. The great trouble about Buenos Ayres is the difficulty of getting to bed. The city is very gay, and dinner is not served until 9.30 or 10 p.m., true to Spanish custom. The opera never begins until 11.30 and to be in bed by two o'clock is considered early!

While in Buenos Ayres, the party found time to pay a visit to the great French liner *L'Atlantique*, which was then lying in the harbour. This liner, which was lately burnt out in the English Channel and is now merely a charred hulk, was famed for the extraordinary luxury of her appointments. Once on board, the party could scarcely realize that they were on a ship, for a street ran down her centre and on either side were shops. In one shop were two motor cars. Others were for hairdressing, gowns and so on. Not the least of the wonders of the interior of this amazing ship was a chandelier which weighed five tons. In view of the fact that polished wood and varnish were used extensively for her fittings and decorations, it is not surprising that the vessel burnt as she did.

Buenos Ayres is a wonderful city, and its inhabitants have the courtesy and charm of manner of Old Spain. It was with genuine regret that the party left the city by train on the 20th of June for Bolivia. Originally the intention had been to go to Chile, but political troubles prevented this, for, owing to a tariff war between Chile and the Argentine, the railway that penetrates the Andes and links the two countries had been closed. Besides this difficulty, there was at the time a very desperate revolution in progress, with heavy street fighting in Valparaiso and Santiago, which put an official visit out of the question.

Looking back over the trip as far as Buenos Ayres, one of the most noteworthy features was the unrest that was apparent in most of the countries visited. In Spain they were still engrossed with the revolution. In Portugal the government were quelling the last of a revolution. In Brazil the State of Sao Paulo revolted shortly after the departure of the *Alcantara*. In Uruguay there had been a brief revolution, while even in the Argentine political troubles were brewing and diplomatic relations with Uruguay were broken off for a time.

Chile was in the throes of a bloody revolution, and the neighbouring states of Paraguay and Bolivia were at war.

These upheavals were due in varying degree to world economic conditions. Political action in the South American republics is often less constitutional than among Anglo-Saxon peoples.

In spite of the turbulent politics of their early history, these countries have grown rich and prosperous and have become important factors in the world's trade and finance.

(In a later issue of *The Beaver* it is hoped that it will be possible to give details of the journey to North America.)

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Re Staff Measles

An Official Position Taken by Land Department

Dear Madam:

Re Crop of Measles Lease No. 1 on the Broken Area

We are in receipt of verbal information to the effect that the above described crop is developing in a most satisfactory manner and that summer-fallowing the broken surface need not be considered at the present time.

We would point out, however, that this crop is subject to seven days' notice of removal, and at the expiration of this notice we wish the whole area cleaned up in a good and husbandlike manner and in accordance with the best practice obtaining in the vicinity where the said measles are situated.

With regard to remuneration in this connection, we may say that since the 13th instant a small amount has been held to your order without prejudice to the Company in any way.

Trusting that you will call at this office at your earliest opportunity, when we will go more thoroughly into the matter, we are,

Yours faithfully, per "M.A.R."

Dear Madam:

Re Measle Crop No. 1 on the Broken-out Area

Further to our letter of the 15th instant with regard to the Company's share of the above crop of measles, after conferring with our head office at London, England, it has been decided that we waive our claim to our usual one-third share and allow you to retain the full crop for your own use.

In connection with the rotation of crops, we understand that it is the usual practice to follow a crop of the common or garden variety of measles for successive seasons with crops of German measles, whooping cough, shingles and housemaid's knee. Kindly advise us of your plans in this respect, as we need the information to complete our fyles.

We may say also that we have no accurate report of the area broken out but may arrange to have one of our inspectors call on you when he is in your locality and take up the matter personally.

Yours faithfully, per "M.A.R."

Red River Reminiscences

By ARCHBISHOP MATHESON

Archbishop Matheson

TO an old-timer like myself, *The Beaver* links the past with the present in a most pleasant way. As the shadows of the evening of our lives begin to fall and we peruse *The Beaver*, it brings into vividness many memories of the past that are precious, having one hand, as it were, upon the pulsing activities of the present and the other upon the quiet movements of the distant past. In the succeeding issues there are often portraits of the friends of one's youth. For example, in the last number I saw the faces of William McKay and Angus McKay, who were school-mates of mine in St. John's College away back in the sixties and seventies. What a wonderful family was that of that delightful man, the original "William McKay," chief officer of the Hudson's Bay Company at Fort Pelly or Fort Ellice. No less than eight of his sons received their education at St. John's.

Space does not permit of my referring individually to all of the brothers, but George and Jimmy were my two closest friends, while Angus was a close third. George, full of fun and frolic while in college, subsequently became a dignified archdeacon of the church in the Diocese of Saskatchewan; but I am told that in his gaitered legs he rode as a scout in the rebellion of 1885. When we were together in college in 1870, he accompanied me on two occasions while as messenger I carried messages to Riel from a group of peacemakers assembled at St. John's College, composed of Donald A. Smith, Judge Black, Archdeacon McLean and Bishop Machray. I recall that when waiting for me in Fort Garry while I was closeted with Riel, George amused himself in a somewhat peculiar manner; for when I came out and joined him he informed me that with horseshoe nails which he carried in his pocket he had "spiked" (as he described it) all the cannon by thrusting down their "priming holes" all the nails he could muster.

James, one of the brightest and ablest of the family, after graduating from the university in Honour Classics, entered the legal profession, and subsequently took to politics and became a member of the federal parliament. Later on, he was appointed a judge of the Appellate Court and resided in Regina until the time of his death.

The sons of the Hudson's Bay Company officers, generally, were almost uniformly fine specimens, and were a great credit to their school.

When discussing the question of education, I would like to bear testimony to the generous and loyal way in which the Hudson's Bay Company constantly supported it. My grandfather, John Pritchard, is credited with having established the first school in the country soon after the amalgamation of the two companies following the "battle" of Seven Oaks in 1816. The Hudson's Bay

Company made annual grants in aid of the school, which afterwards developed into a boarding-school which many of the sons of its officers attended. When, on account of advancing age, John Pritchard gave up the school, the Governor and Committee of the Company sent a most kindly resolution to him and voted a substantial sum (for those days) as an annuity for life "in recognition of his efforts on behalf of education."

When reading an interesting book on "Old Oregon" not long ago, I came across a most significant allusion to this school. It appears that when Dr. McLoughlin was officer in charge of the district away back in 1832, there was a pow-wow with the Nezperce Flathead Indians, who had been previously told of "a great people towards the rising sun who worshipped the Great Spirit who had made them strong, brave and rich." Upon this, the record states, "A Hudson's Bay trader came in and was asked by the Indians whether he knew about this Great Spirit." His answer was, "Yes, and you can learn about Him at our school at Red River." The record proceeds to add, "The chief sent three sons to the school at distant Red River, and when they returned they taught their people a rudimentary form of religion."

It used to be jokingly remarked that "H B C" stood not merely for Hudson's Bay Company but for "Here Before Christ," and this in a measure was literally true, as far at least as the systematic propagation of religion was concerned. In corroboration of this, we have this statement recorded as coming from Governor Semple in 1815: "I have trodden the burned ruins of houses, barns, a mill, a fort and sharpened stockades, but none of a place of worship." Five years after this, the Company itself sent out a chaplain to the Red river who was not long in establishing the Christian religion by planting an Anglican Church at what is now St. John's in Winnipeg. The Company was instrumental in bringing this about, and it followed up its initial good work by continuing to be of inestimable help to missionary effort all through its long history in the country in ways too numerous to be recorded.

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Herd of 2,300 Reindeer for Food

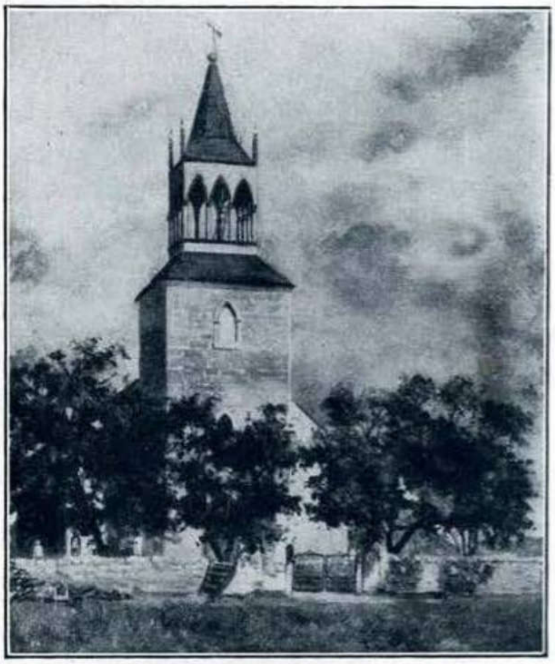
Ottawa, Canada.—Sometime in the latter part of March or early April of 1933, the herd of 2,300 reindeer bought in 1929 by the Government of Canada from an American corporation in Alaska arrived at the winter grazing range, which is to the east of the delta of the Mackenzie river, Northwest Territories. This herd of reindeer, bought to form the nucleus of a meat and hide supply for the Eskimos of the far northerly areas of Canada, began the thousand-mile journey from Napaktoolek in Western Alaska to the Mackenzie river delta in December, 1929. Preparations for the reception of the herd were completed early last winter and the stations on both the summer grazing grounds along the coast near Kittigazuit, east of the mouth of the Mackenzie, and on the winter range which lies inland along the east branch of the Mackenzie, were ready for the arrival of the reindeer. An official of the Canadian Government Department of the Interior is in charge of the reindeer camps, and his staff includes three Lapp families.

The Pioneer Builder

Impressions of St. Andrew's Church

By LIEUT.-COL. L. F. PEARCE, Hudson's Bay Company, Land Department

HISTORY of today was the common place of yesterday. A growing consciousness of this develops as one travels the century old highway between Winnipeg and Selkirk. On the first spring Sabbath morning of last year we started from our home on the banks of the Assiniboine river, when the ice was breaking and disintegrating under the influence of the April sun. Via the old Portage trail, we journeyed to the Red River road, and before long we saw on either side evidences of the past—St. John's Cathedral, old residences surrounded with regularly planted groves of trees which now show the burden of age. Onward and northward through the trees we glimpse the relics of old homesteads, houses with gabled roofs and a chimney at each end, and pictures arise in the mind of that gallant Company of Adventurers, of the Selkirk settlers and those who came after, who through the path of manual labour, with its opportunities of meditation and for co-operation with their fellows, laid the foundations of a western empire, each trying to do his job and carry on the work ready to his hand and so fulfil Nature's unchanging laws.



Close to Lower Fort Garry on the western bank of the Red river we came to the Church of St. Andrew's, which for over eighty years has been the religious centre of the district. That which today is less than one hour's journey from the city was a full day's journey a generation ago by cart or sleigh.

The first words which came to our mind on seeing the church were "How firm a foundation" and "The impregnable rock." Built of rock from the banks of the river, this church will stand through winter frosts and summer suns. A churchyard surrounded by a wall of stone affords an interesting link with the past. Names of pioneers are there recorded, and many of those pioneers were born in the old lands over a century ago. From the ages noted on many of the tombstones, it would appear that the strenuous physical existence of their day had little effect on their longevity.

Simplicity of design and solidity of structure is the keynote of this church—masonry walls full thirty inches thick, plain Gothic windows of small-paned glass, planked floors, kneeling stools that were apparently sawn from the log by hand, hand-hewn oak beams, pews of plain wood, the back railing worn and polished by the hands of several generations. By some steep stairs near the entrance we climbed to the gallery, where rough hewn pews, each with a door, suggested that here the younger generation were wont to be congregated where they would cause least disturbance to their elders. Further steep stairs lead to the belfry, with the platforms supported by hand-hewn logs. And then the ringing of the bells announced the time for worship.

The old Carron stoves are still effectively supplying the heat, as they did for the first worshippers. Oil lamps for lighting are suspended by chains from the ceiling and the tablets on the walls again denote the link with the past, and we find these tablets in memory of officers of the Hudson's Bay Company, and bearing the names of pioneers in the district. Then, coming to more recent history, we see names recorded of youths who at Courcellette and Ypres fulfilled that work which they were called to do.

The congregation consisted of a small body of worshippers, young and old, and, as one looked around at the grey bowed heads of the older generation and the bright open eyes of the youngsters, the thought came that here we had a span of living existence from the years 1850 to probably 2000, a small link in the chain of eternity but a link in which this church was doing much to weld into shape the destiny of mankind.

The service was that which one would expect, and the words over the altar were typical of the spirit of the service—"Worship the Lord in the beauty of Holiness."

A small organ in front was operated by an efficient organist, assisted by one who diligently supplied by hand-bellows the power which was converted into the melodious old church hymns which have survived for generations. Old fashioned hymns are still in fashion, and the congregation sang devoutly and earnestly hymns which time has hallowed in the memory. "The Sands of Time Are Sinking," "For Ever with the Lord," and "How Sweet the Name" remain as memories of the past and hope of the future.

Sincerity and friendliness are apparently outstanding qualities in this community, and one concludes that the spirit of the pioneer still prevails.

The service concluded, we return to the churchyard and again view the massive masonry walls of the church. Those masons of eighty years ago builded better than they knew. With mallet and chisel, strong arms, patience and enduring faith those walls erected. And the stern discipline of necessity was at all times present with the pioneers of two generations ago.

We again return to the Red River road with a better consciousness of our state as we ponder on the eternal meaning of it all, of the past and of the present.

The years of depression fade from our memory as we think of those who earnestly strove to do that which they found ready at their hand to do, striving for contentment and hoping that in the hands of a Higher Power some good would result.

Lest we forget.

Winners of February, March and April Suggestion Contests

February—"How Can We Improve Customer Service?"

THE prize winners are as follows: First, L. C. Ramsey, electrical section, Calgary store, $15.00; second, Colin Campbell, drug department, Saskatoon store, $10.00; third, Miss E. Wharton, underwear department, Edmonton store, $5.00.

The following have received honourable mention for their suggestions made in this contest: H. M. Sedgwick, R. S. J. Hamerton, G. Carson, T. J. Gislason, G. Sparrow, Winnipeg; A. E. Mathieson, A. Jack, A. C. Cope, W. Henderson, W. O. Simpson, Vancouver; S. A. Betzmer, R. Brown, W. Williams, D. G. Chamberlain, F. Auger, H. Wheatcroft, Calgary; Miss R. Sharp, L. H. Coulthard, Miss G. Wilson, O. S. Wakeford, Saskatoon; Miss L. Massey, Edmonton; C. C. Packman, Vernon.

The winning suggestions are:

FIRST—FROM L. C. RAMSEY

That we may be more thoroughly equipped with as wide a knowledge of merchandise as it is possible for us to obtain, thereby increasing our ability to serve more intelligently, may I suggest that at each Wednesday morning meeting one of the salespeople in charge of a section sell to the rest of the meeting a piece of merchandise taken from that salesperson's section, the sales talk being based on quality and merchandise background.

As this idea is worked out in the departments and the salespeople become more used to giving a sales talk to these gatherings, it may be further developed to inter-departmental exchanges of sales talks, and might even be expanded to include the non-selling departments, who could have their representative sell their organization through explaining its functions and the points at which particular attention should be paid to co-operation.

SECOND—FROM COLIN CAMPBELL

Let us first consider what obstacles prevent the clerk from giving the customer "real" service.

In the first place, the clerk may be in a preoccupied state of mind. His best services are not rendered and his attention wanders. He gazes around and replies half heartedly to the customer's questions. It may be the result of sickness, either personal or in his family. It may be caused by certain grievances which are prevalent in the clerk's mind. These grievances should by all means be aired and so restore or readjust the wrong. The store is not always to blame for such conditions. It is often, and most often, the clerk himself, and a great deal depends on him. He is often too tired to smile, or too busy talking to the other clerks on the floor. If there is anything which disgusts the customer, it is a group of clerks standing talking together. The clerks are not interested, they do not know their merchandise, everything revolves about them in a hidden mist. He complains promotion will never come to him.

As a remedy for these ills, I would suggest installing a library for employees only, including in it books pertaining to store methods, salesmanship, and store management. The clerk is at once stimulated with new hope; he understands more, and is able to cope with the situation more intelligently and thus give real service. It is also a profitable way of spending the evenings; it cuts out a great deal of time wasted in things detrimental to the clerk in retarding his selling ability.

Greet the customer as you would a friend; because, if he is in the store, he is a friend. Be courteous to the customer, even if he or she does not buy. Look at the customers so that you will be able to recognize him again, and so that you will not mistake him for another customer and ask him the question, "Is there something for you?" probably three or four times. This is annoying to the customer, and if kept up eventually drives the customer from the department, and probably from the store.

The clerk's appearance, conversation, his manner, are all aids or detriments in the service which he will render the customer. Customers prefer the clerks to be dignified in their manners, careful in their speech, as well us pleasant and courteous; but they certainly do not care for a haughty clerk. He is of no use in a store, and especially in waiting on customers.

Read the customer; consider his character. Is he jovial, gruff, or half hearted in his likes and dislikes? If the customer is in a hurry, be quick to suggest other merchandise in a precise way. Those who are not in a hurry should be shown around the department. New items should be explained; bargains should be shown.

Clerks should be willing and try to smile, even if the customer himself is discourteous. Treat him as if he were a guest in your own home. People appreciate real service, alert clerks always smiling and ready to help with any information or in the way of suggesting items for gifts, prizes, etc. This "real" service will be talked about and will create a trend to Hudson's Bay Company stores, where distinguished and smart customer service is available.

THIRD—FROM MISS E. WHARTON

1. Arrive at work on time, keen and alert after a good night's rest.
2. Keep home, financial and social problems outside the store.
3. Give full value each day in the interest of the Company.
4. Show every person we contact the same courteous consideration we would give a guest in our own home.
5. Self-control and manners should be superior to that of disagreeable customers who so often torment the salesperson.
6. Make notes and study customer's wants and report these to department manager.
7. Treat customers as we would wish to be treated if situations were reversed.
8. Spare time should be used in improving our selling value.
9. Do not go into a "huddle" with fellow employees, particularly when customers are awaiting service.
10. Be specially careful in considering the feelings of those customers with very little money.
11. Treat every customer as though he or she were the best customer the store would ever have.

* *

March—"What Are You Doing Personally to Increase Sales?"

The prize winners are as follows: First, H. V. Sidney, traffic manager, Calgary store, $15.00; second, Miss Thelma Lea, superintendent's office, Victoria store, $10.00; third, Miss Joyce Hoare, audit office, Vancouver store, $5.00.

The following have received honourable mention for their suggestions made in this contest: Miss G. McKenzie, Miss M. Muir, Miss G. Reardon, T. S. Garvie, Winnipeg; Miss G. M. Church, Miss Doris Wheeler, Miss Edna Bennett, F. Hunt, W. McIlwaine, Vancouver; Mrs. T. Gardner, Miss A. C. Gilbert, F. Auger, R. Brown, J. M. Maguire, Calgary; Miss N. Dean, Mrs. I. Tautz, Mrs. E. Thornber, P. Veale, H. Hooper, Victoria; C. C. Packman, Vernon; Miss G. Bedford, Miss D. Allen, W. G. Ford, Kamloops.

The winning suggestions are:

FIRST—FROM H. V. SIDNEY

I have always thought that an injustice is done in many cases to people employed in a non-selling department when quoted as "non-producers." I happen to be in that category myself, and am pleased to have this opportunity to prove that, although employed in a non-selling division, I am not a "non-producer."

Having lived in Calgary for a number of years, I have a large circle of friends and business acquaintances whom I make it my duty to see, at all times, are satisfied with purchases and service in the store. They now have no compunction in passing their opinions—sometimes good, sometimes very critical, but all beneficial to our store, in view of my passing the information to the department managers concerned or to the superintendent, or to whatever division may be affected. I will quote one of many instances. A lady bought dress material which proved very unsatisfactory; I took the material and explained the full circumstances to Mr. Rogers; he immediately passed a rebate (incidentally claiming from the supplier), which I personally saw was refunded one hundred percent. The customer was well satisfied; so much so that on her next visit to the store, and on thanking me for my efforts, I was instrumental in persuading her to visit the hardware department, where she bought a $139 stove. (This can be verified by Mr. Simpson.)

My duties as traffic manager necessitate my making periodic trips throughout the store checking merchandise not correctly ticketed, and on many occasions I meet people desiring information and assistance. This I look upon as an opportunity to courteously convey to them the impression that it is a pleasure to dispose of the facilities this store possesses.

In the new-customer drive held last fall, I turned in one hundred and forty-four names of desirable financially sound people, and, whilst many were already customers, I believe many new accounts were obtained as a result of my endeavours. I might also mention I personally phoned fifty-three of these people.

It is unfortunate that an article of this nature must appear egotistical. My statements, however, are founded on facts from my own personal experience and prove that, in addition to performing one's ordinary duties, it is incumbent upon everyone of us to do our utmost to help the selling departments.

In conclusion, I submit the following slogan: "Sell as you would be sold to."

SECOND—FROM MISS THELMA LEA

Although not actually a salesperson, I happen to be where I come in direct contact with a great number of people daily. The saying, "Smile, and the world smiles with you," is very true. It is natural for a person to smile back when "smiled at," and no one can smile without feeling a certain amount of pleasantness.

So, every person who comes to me—I look upon each as a prospective purchaser in some department—I greet with a smile, and show real interest in whatever they are inquiring about. Sometimes it is a question as to the whereabouts of some person or some department, or where a certain article can be bought. It is easy to explain the location of a department pleasantly, to offer to find the wanted person by phone, or even direct the customer to his or her destination in person. I always like to feel that the customer may be in better spirits after having come here, and that this may lead to greater purchasing on their part. Often, I know, I am the first person an incoming customer meets; and the welcoming note counts, and a friendly cheerful mood can be transmitted. I believe that it is not only the salesclerk who impresses incoming people with the kind of service they are to receive. After all, if we are living on the public and they on us, why not give them our best—selling our store and personality at every opportunity—in order to obtain their best?

I always tell my friends about any special event that is to take place, or ask if they have heard of it; such as a sale, a competition, an outstanding display of any sort, decorative improvements in any department, etc. They in turn tell others, and in this way more people are brought into the store. And that is what we want. We can each do a great deal in this direction, and it is truly "individual effort that builds up sales.'

THIRD—FROM MISS JOYCE HOARE

I suppose, if any of my acquaintances were asked this question, they would say, "Well, you don't belong to the selling staff, so you can't do anything to stimulate sales." Personally, I differ from their opinion. True, I don't actually sell goods to the public, or even meet the buying public in the store, but I do feel that I can do a great deal among my own circle of friends (all members of that same great buying public). I try to note new merchandise in the store and mention it to those I think will be interested, and even to those who may not be particularly so. I am always interested in new materials, fashions, etc. I read English magazines and others, and watch to see the new things I read about appear in our store. When I do see them, I don't lose the opportunity of telling anyone I may be in conversation with how our store is abreast of the times, and illustrate my point with details of the things I have read about and then seen in the store. For instance, I may read in one of the best English magazines that Lady So-and-So is wearing a necklace of chromium; so, when a day or so later I notice chromium jewelry in our own store, I say to my friends, "I see we are selling chromium necklaces in the store now. You know they are all the rage in England and are being worn by the smartest of people, including Lady So-and-So." My friends, being duly impressed, think that they too would like a chromium necklace; and so a few more sales are added to the jewelry department. Such trifling conversations can have a far-reaching effect.

My own clothes, or the materials for them, I purchase from our own store, and to a great extent the other members of my family do the same. When these things are admired by friends, we do not hesitate to recommend the Hudson's Bay Company to them.

It is by such methods as these that I feel I can help most in increasing the sales of the Hudson's Bay Company; and I think I have clearly shown that one does not actually have to sell goods over the counter, but can sell them to their friends before they ever speak to a salesclerk.

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April—"What Additional Training Can We Give You to Make a Better Job for Yourself?"

The winning suggestions for the April contest could not be given in this issue of *The Beaver*. The names of the winners and of those receiving honourable mention, however, are as follows:

Prize Winners—First, Miss Mary Purchase, traffic office, Calgary store; second, Frank Carpenter, piece goods department, Saskatoon store; third, J. S. Morrison, boys' clothing department, Winnipeg store.

Honourable Mention—Miss K. Carberry, Miss G. McKenzie, T. S. Reid, F. R. Snow, Winnipeg store; F. A. Apps, S. J. Clotworthy, W. O. Simpson, Vancouver store; Mrs. M. Dunn, Mrs. E. H. Gostick, G. D. Halbert, C. Harford, Calgary store; F. Blackshaw, Edmonton store; Miss Isabel Ball, C. Campbell, T. Montgomery, Saskatoon store; H. I. Masters, C. C. Packman, Vernon store.

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Farthest North Golf Course

The ancient game of golf is played in all parts of Canada, even in the Arctic Circle. What is probably the world's farthest north golf links is located at Chesterfield Inlet on the northern shore of Hudson Bay in latitude 67. Also it might be called the most exclusive of all golf clubs, as it has a membership of only four—the Church of England missionary, the Roman Catholic missionary, the Hudson's Bay Company's factor, and his assistant. The membership fee, which entitles the payee to life membership, is ten polar bear teeth. The course is still in process of building, so far three holes being completed. They are 400 yards, 250 yards and 350 yards respectively in length, and are played three times in succession. Par for nine holes is 36. While the tundra moss was suitable for the fashioning of an excellent fairway, the construction of greens presented some difficulty, as grass will not grow so far north. This problem was solved, however, by building the greens from hand packed beach sand, of which there is an expanse of ten miles near the course. Four Eskimo boys, one for each member, form the regular roster of caddies.

H B C Stores Staff Promotions

December to May

WINNIPEG

Employee	*Former Position*	*Promoted to*
Barker, H.	In charge of Stock Rooms	Asst. Manager Jewellery and Leather Goods
Bray, V. A.	Assistant Basement Manager	Manager Women's Ready-to-Wear, Basement
Fairley, T. R.	Acting Assistant in Radios	Assistant Manager Music Dept.
Gold, W. W.	Asst. Manager Jewellery and Leather Goods	Acting Manager Children's Wear and Underwear, Basement
Graham, H. J.	Window Trimmer	Assistant Display Manager
Haltalin, O. H.	Traffic Manager	Asst. Manager Men's and Boys' Clothing
Horricks, H. R.	Manager Fur Garments	Manager Fur Garments and Children's Wear
Hunter, H. M.	Merchandise Office	Manager Stationery, Calgary
Mercer, E. F.	Assistant Traffic Manager	Traffic Manager
MacKenzie, A. E.	Superintendent's Office	Superintendent, Edmonton
Newitt, H. N.	Asst. Manager Men's and Boys' Clothing, Basement	Acting Manager Men's and Boys' Clothing, Basement
Putt, J. C.	Manager, Basement	Merchandise Manager, Vancouver
Stephenson, Miss M.	Assistant in Training	Head of Training
Webb, L. G.	Assistant Display Manager	Display Manager, Calgary

VANCOUVER

Campbell, Mrs. P. B.	Manager Children's Wear and Corsets	Manager Children's Wear, Corsets and Millinery
Cooke, R. J.	Manager China, Hardware and Electrical Goods	Manager China, Hardware, Electrical Goods, Sporting Goods and Toys
Douglas, N. W.	Manager, Basement	Assistant Merchandise Manager
Gilbert, A. J.	Asst. Merchandise Manager	Asst.Merchandise Manager, Winnipeg
Holmes, D.	Manager Men's and Boys' Clothing, Basement	Manager Men's and Boys' Clothing, Calgary
Horwood, W. T.	Manager Tobaccos	Manager Tobaccos and Candies
Kelly, Miss O.	Asst. Manager Art Needlework	Manager Art Needlework
McConachie, Miss L. T.	Salesclerk	Assistant Manager Millinery
McPhee, Miss H.	Salesclerk	Assistant Manager Corsets
Rose, B. J.	Asst. Manager Piece Goods	Manager Piece Goods, Saskatoon
Shattock, H. T.	Acting Display Manager	Display Manager
Smith, J. H.	Credit Manager	Stores Administration Office, Winnipeg
Stone, H. A.	Merchandise Manager	Store Manager
Thorsteinson, Miss B.	Salesclerk	Assistant Manager Children's Wear

CALGARY

Edmison, G. H.	Manager Drugs and Candies	Manager Drugs, Candies, Jewellery and Leather Goods
Garland, Miss P.	Training Department	Assistant Manager Women's Ready-to-Wear
Johnson, H. S. A.	Manager Men's and Boys' Clothing	Manager Men's and Boys' Clothing, Winnipeg
Riddoch, Miss E.	Office	Training Department

EDMONTON

Deane, Mrs. D.	Assistant Manager Notions and Art Needlework	Manager Notions and Art Needlework
Greig, Mrs. A.	Salesclerk	Acting Manager Millinery

VICTORIA

O'Neill, C. B.	Manager Service Grocery	Manager Service Grocery and Groceteria

MONTREAL BUYING OFFICE

Doe, R. E.	Assistant	Manager Underwear, Corsets and Children's Wear, Edmonton

NEW APPOINTMENTS

Muddiman, G. W.	Appointed Manager Coal, Lumber, Gasoline and Oil Depts., Winnipeg Store
Shier, Miss F. N.	Appointed Manager Millinery Department, Basement, Winnipeg Store
Follis, E. O.	Appointed Supervisor Central Sample Room, Winnipeg Store
Hayes, G. E.	Appointed Manager Men's and Boys' Furnishings, Basement, Vancouver Store
Munro, E. H.	Appointed Manager Music Department, Calgary Store

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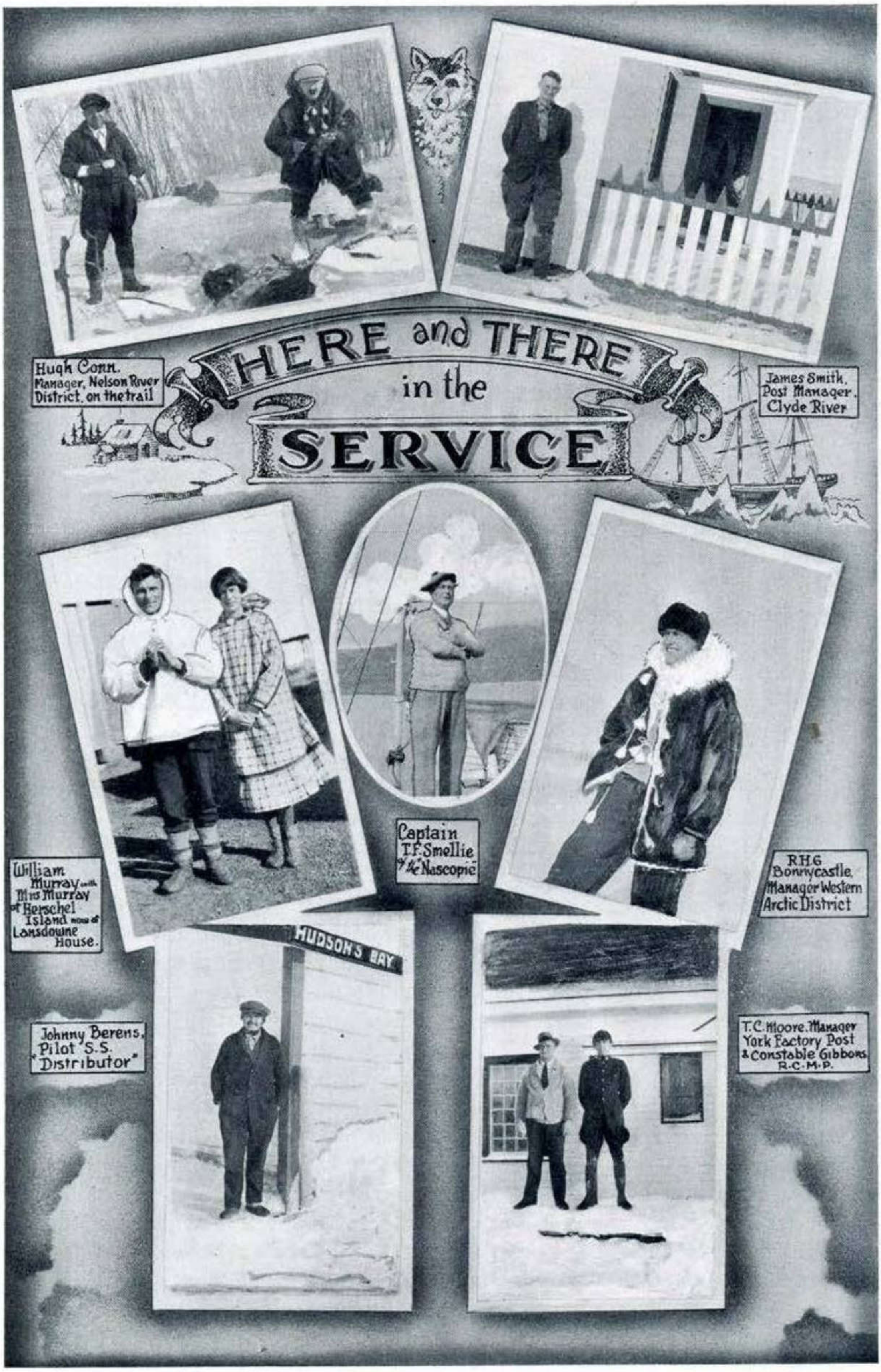
Scout Eric Liddell Goes North

In the December issue of *The Beaver*, mention was made of the visit of Chief Scout Lord Baden-Powell of Gilwell to the Company's London fur warehouse, and the message which he left then to be broadcast to the many ex-Boy Scouts in the service of the fur trade was published in the same issue. Scouts and others interested in their excellent organization will be interested to hear that the Fur Trade Commissioner has made arrangements with the Dominion headquarters of the Boy Scouts Association at Ottawa to provide a free round-trip passage on the *Nascopie* on her voyage to Hudson Bay and the Eastern Arctic this season. The choice of the scout to be offered this unique holiday was left in the hands of a committee composed of Mr. John A. Stiles, chief executive commissioner of the association in Canada, Major D. L. McKeand, of the Department of the Interior, Ottawa, and Inspector Sandys-Wunsch, officer in charge of the Royal Canadian Mounted Police Eastern Arctic division. This committee had a difficult task, but ultimately their choice fell on Scout Eric Liddell, 3342 Point Grey, Vancouver.

Scout Liddell will have an opportunity which has been offered to very few of seeing Canada's great northlands. The voyage takes in the Gulf of St. Lawrence, the Labrador, Ungava, Hudson Strait and Bay, Davis Strait and Baffin Bay right up to Ellesmere Land, the most northerly settlement in Canada, lying within but a few degrees of the North Pole, and thence back to St. John's, Newfoundland. From the time he leaves his home in Vancouver in July until he returns again in October, he will have travelled almost 20,000 miles and have seen more of Canada in those few months than most people are fortunate enough to see in a lifetime.

During the voyage, Scout Liddell will be under the guidance of Inspector Wunsch, and besides the opportunities he will have of gaining first hand knowledge of seamanship and ice navigation in northern seas, cod and salmon fishing on the Labrador, hunting and living conditions among the Indians of Hudson Bay and the Eskimos of the Barren Lands, he will have the rare opportunity of meeting on their own ground those men of the Royal Canadian Mounted Police and of our own Company who, not asking and not receiving any credit, have pushed back the frontiers almost to the Pole itself and have held them for Canada.

HERE and THERE in the SERVICE



Hugh Conn. Manager, Nelson River District, on the trail

James Smith, Post Manager, Clyde River

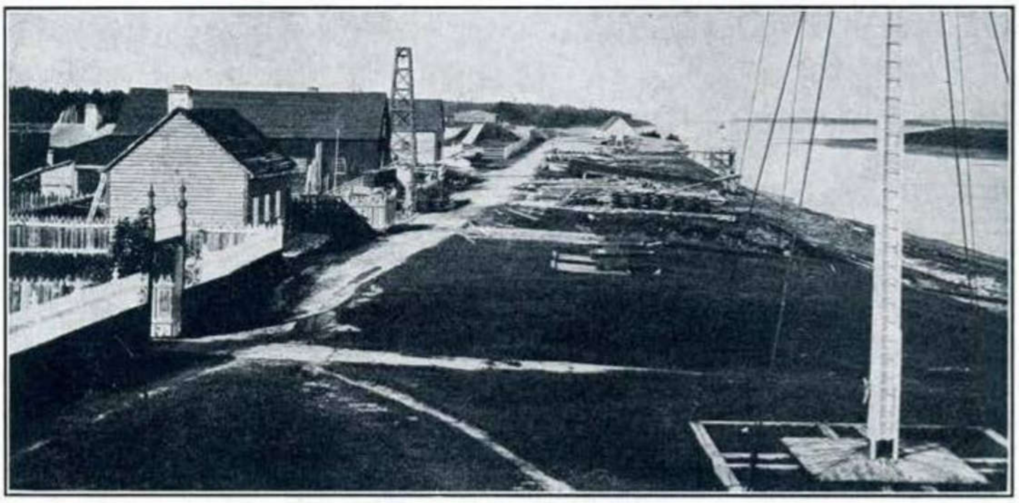
William Murray with Mrs Murray of Herschel Island now of Lansdowne House.

Captain T.F. Smellie of the "Nascopie"

R.H.G. Bonnycastle, Manager Western Arctic District

Johnny Berens, Pilot S.S. "Distributor"

T.C. Moore, Manager York Factory Post & Constable Gibbons R.C.M.P.



Moose Factory About 1868

Moose Factory: A Dream Romance

THIS is the land of boyhood dreams! A Hudson's Bay Company post! Indians, fur traders, factors, mounties! Romance, colour, thrills! Let them remain in your dreams, because they are not here in real life. There is a Hudson's Bay Company post, but it is only a business house manned by Scotsmen. There are Indians, plenty of them, but they do not wear feathers. They don't give war-whoops. They don't scalp people, nor drink fire-water.

Ernie Covell, six feet seven inches, a graduate of the University of Toronto, is the mounty, but he doesn't wear a scarlet uniform unless he's on parade. The factor is J. W. Anderson. He is Scottish. He has instructions not to divulge the business of his Company. The R.C.M.P. officer had said the same thing half an hour previously. The Indians were even less communicative.

It's a quiet, drab island, Moose Factory, but around it is wrapped a heap of history. I felt some of it today when I paddled some fourteen miles northward to James Bay, not alone to feel the salt water, but to stand on the spot where some two hundred or three hundred years ago Hudson Bay trading vessels unloaded their merchandise, which was later to be trekked to Moose Factory and there traded for valuable furs. . . .

Officials of the Hudson's Bay Company and their wives dress much as Toronto people do. Mr. Anderson said: "Our store carries all the staple articles for the residents. If anything special is needed, an order is sent to the city."

"What do you do for amusement?"

"We have our work to do," came the Scottish reply. "At night we play bridge, listen to the radio, and go to bed. We're all in bed by nine o'clock."

Two score wooden houses contain families of Indians, quiet, peaceful, simple souls. A settlement of tented Indians had established a colony close to the shore. Most of the tents were igloo-shaped. Two Indian boys played "catch." The children of the Anglican school played baseball in a field.

This is Moose Factory, second Hudson's Bay Company trading post, established in 1671.—*Frank Chamberlain in The Star, Toronto.*

News from the Stores

Vancouver

Social Activities—Bringing to a close a very successful season of social activities, the Beaver Club members and their friends were entertained at the Commodore on Tuesday evening, April 18, at a very successful cabaret. Music for the dancing was provided by the Commodore dance band. During the serving of supper, a very delightful programme of entertainment which included dance, song, and instrumental numbers was enjoyed by everyone present.

Sports Activities—The Badminton Club wound up their 1932-3 season with a tournament on Friday evening, March 31. After the tournament the prizes were presented by Mr. Robertson, and refreshments were served to the members and their friends. Those being successful in carrying off the honours were: Men's singles, first, J. Culver; second, C. Watkins. Ladies' singles, first, Miss A. McRobbie; second, Miss M. White. Mixed doubles, first, J. Culver and P. Hodge; second, C. F. Senner and E. Nelson. Men's doubles, first, J. Culver and J. Blackmun; second, R. Bird and J. Lloyd. Ladies' doubles, first, M. Child and Z. Liporski; second, A. McRobbie and R. Hammersmark.

Ladies' Five-Pin Bowling League—On Thursday, May 4, the members of the Ladies' Five-Pin Bowling League were entertained at a banquet and theatre party. The season just finished has seen some very fine play, the ladies having some wonderful scores to their credit. The prize for the winning team went to the Bluebills: K. Beaton (captain), M. Woodard, M. Rourke, E. Green and M. Cowan. Second place went to the Mallards: I. McPhedran (captain), E. Nelson, F. Fletcher, A. Curnow, E. Brocklesby. High individual game was won by E. Green with a score of 300, high average by M. Bishop, who maintained an average of 166.1.

Tennis—The season has opened with a fine turnout of players. It is expected that there will be some keen competition amongst the players and much practice so as to make a good showing in the final tournament of the season.

Cricket—Cricket is off to a good start, the Bay team winning the first game of the series on Wednesday last.

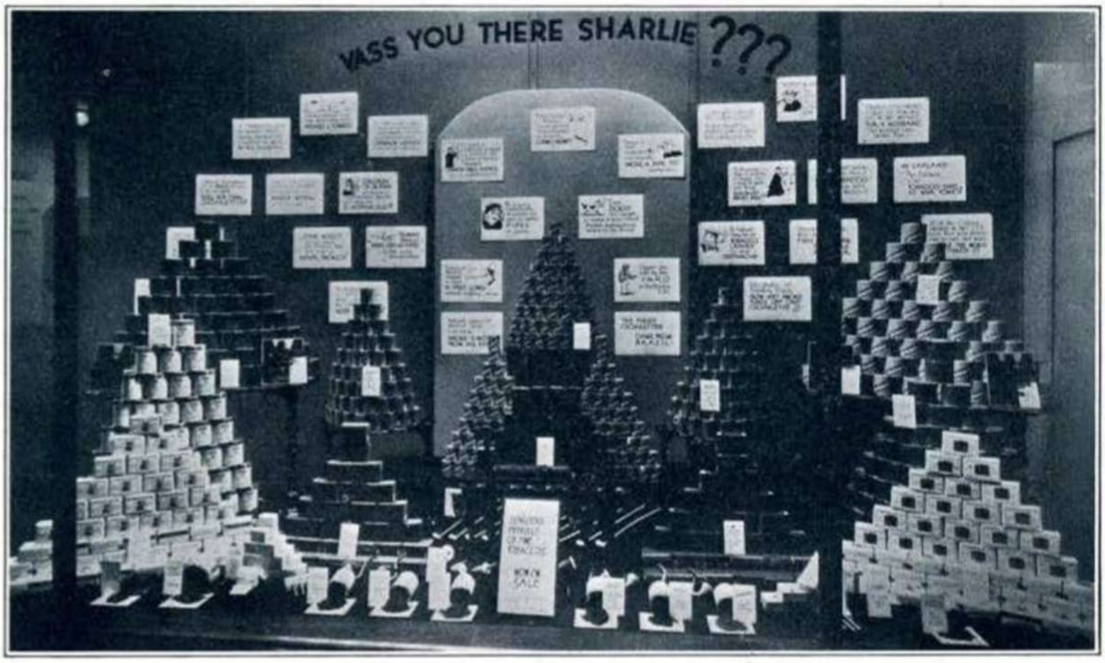
General—Miss Joan Winning, a member of the staff of the millinery department at the Vancouver store, won distinction at the British Columbia musical festival held at Vancouver recently. Miss Winning was successful in taking first place in the mezzo-soprano class, was also first with Ralph Lear, tenor, in the mixed duets, was a member of the ladies' quartet and of the mixed quartet which attained first place respectively. She is also a member of the St. Cecilia Choristers, which under the baton of Mrs. Paisley Benn came first in three classes and in the finals for large choirs won the championship. Well done, Joan! We are proud of you.

Bay Better Business Club—Bringing to a close a very successful spring session, the Bay Better Business Club held its final meeting on Tuesday evening, May 16. The principal speaker for the evening was G. A. H. Porte, store superintendent, who outlined in a very interesting manner the operations of the superintendent's division of a retail store. The talks that have been delivered to the members have broadened their knowledge of the operations of a retail store, and in the future it is the objective of the club to study in a more intensive manner these operations.

Open House Birthday Party—The second annual "Open House" at the Vancouver store took the form of a birthday party celebrating the 263rd anniversary of the world's oldest retail organization. The party was held on Tuesday evening, April 25, from eight to ten, and was attended by 50,000 guests. Every floor of the store, except the basement, was thrown open to the visitors.

The public were invited to the party through the columns of the local papers, and in extending the invitation Mr. Stone said, "We are happy indeed to invite the people of Vancouver once again to join in the celebration of our anniversary. We extend a cordial invitation to all to attend our Open House Birthday Party, and we will do everything in our power to make sure that everyone who comes has an enjoyable evening. Realizing that many who would like to come will be unable to do so, we have arranged to broadcast the entire period of Open House over radio station CRCV."

The radio broadcast is believed to be the first of its kind ever held in Canada. Frank C. Anders acted as master of ceremonies for the entire broadcast, special features of the programme being a programme of dance music by Calvin Winter's Home Gas Orchestra and Earle Hill's Orchestra, descriptions of the de luxe fashion show which was held in the Georgian dining room, selections from the children's variety show held in the children's department on the third floor, programmes by the Kitsilano Boys' Band, the H B C Choral Club, and the H B C Junior Girls' Choir. Local broadcasters say they do not know of a similar programme being held before.



A March Window Display in the Winnipeg Store Which Doubled Its Tobacco Sales for the Same Week a Year Ago

Victoria

Mr. and Mrs. Watson Entertain Department Heads—In honour of A. J. Gilbert, who was leaving Victoria on the following day to take up a position with the Winnipeg store, Mr. and Mrs. A. J. Watson, on February 28, entertained at their home on Cavendish Avenue. During the evening Mr. Watson, on behalf of the managerial staff, presented Mr. Gilbert with a silver cigarette case.

Celebrate Silver Wedding—Accompanied by a message of congratulations and good wishes signed by every member of the Victoria store staff, a solid silver vase was presented to Mr. and Mrs. A. J. Watson on April 30 last, the occasion being the twenty-fifth anniversary of their wedding. They were married in Nelson, B.C., on April 30, 1908. Mr. Watson joined the Company in Vancouver the following year and has been manager of the Victoria store since August, 1923.

Hudson's Bay Footballers Win Coveted Trophy—After eight years of keen competition, the Hudson's Bay Company footballers, under the management of Dick Eaton, at last captured the Rennie & Taylor cup in the Wednesday league by defeating the Saanich United 2 to 1. The match was hard fought from beginning to end and marked the closing of one of the keenest knock-out series the mid-week loop has ever staged. It was our old favourite Don Fish who scored the winning goal. The winning players were: Shrimpton, Coates, Menzies, Davis, Mercer, Oakman, Ferguson, King, Fish, Bently and Collier. Heartiest congratulations to them all.

Beaver Singers Sponsor Successful Concert—Under the able direction of Joseph Maguire, the Beaver Singers contributed the major part of the programme in an evening's entertainment held on Wednesday, April 19, in the Shrine Auditorium, the proceeds resulting in a substantial cheque for the Children's Solarium. The first half of the programme included, besides several numbers by the choir, the Emmanuel Baptist Male Quartet, winners in the recent music festival; Doris McBain and Peggy Sedgman, piano duetists, also winners in the festival; Isobel Crawford, soprano, and Grace Allen, solo pianist. The final item on the entertainment was the Little Theatre Association's presentation of "The Dear Departed," a clever comedy in which the following players took part: Mabel Ridley, Gwen Downes, Charles Gibbard, George Love and Muriel Thompson. The Beaver Club is indebted to the many artists who contributed to the success of the evening.

Kitsilano Boys' Band Plays in Store—The Kitsilano Boys' Band, which won the Canadian championship in Toronto in 1931, and which came to Victoria to compete in the musical festival, gave a concert on the afternoon of April 7 before a crowd of over a thousand people on the main floor of the Hudson's Bay Company's store.

Fashion Shows Popular in Victoria—Business is good in the women's fashion departments, owing partly perhaps to the fact that no less than five different fashion shows have been held this spring in connection with the Victoria store. The first one took place at the automobile show at the beginning of March. The next two were held in the store restaurant during afternoon tea periods and proved unqualified successes.

Beaver Club Masquerade Gay Affair—The Victoria Beaver Club held a most successful masquerade on the evening of March 27 at the Shrine Hall, the costumes worn by the numerous dancers being particularly clever and original in design. Mrs. C. H. French presented the prizes after the judges had completed their difficult task of selecting the most outstanding from the gay throng. The judges were C. H. French, Mrs. Officer and Alderman W. D. Todd. The prize winners were: Best dressed lady and gentleman, Miss Ruddock and J. Harvey; comic, Mrs. Pennington and C. L. Smith; original, Mrs. J. W. Black and Mr. Stringer. Two special prizes were also given, one going to Mrs. Harvey and the other to three gentlemen who represented "Born Thirty Years Too Soon," Mr. Wilkinson, R. Eaton and J. Walton taking part. This novelty was the outstanding fun-maker of the evening, and the presentation of the prize was accompanied by shouts of applause.

Rene Glass, now Mrs. T. C. Moulds, has the best wishes of every member of the Beaver Club. May her married life be a long and happy one.

The yearly visits of the late James Thompson to Victoria endeared him not only to many citizens but more particularly to many members of the Victoria store staff. His kindly manner and cheery word will be missed.

To Mrs. Abbott, manager of the art needlework department, the members of the Victoria Beaver Club extend their heartfelt sympathy in her recent bereavement through the death of her husband.

Congratulations are in order for Edgar Kidd, who recently became the proud father of a bonnie girl. Who said there was a depression?

Captained by Ed Fortin and managed by Lorrie Fea, the new softball team has got well under way. Out of the three games already played in the commercial league, two have been won.

The badminton players, who have just concluded a most successful and enjoyable season, finished by tieing for second place in the league.

Recent visitors to the Victoria store were: Mr. P. A. Chester, Mr. A. H. Doe, Mr. F. F. Martin, Major Pearce, Mr. McNichol, Mr. Hicks and Mr. Page.

* *

Nelson

John Towler, for thirty-one years connected with the grocery department of the Hudson's Bay Company, Nelson, in which time he was manager of the department for a number of years, was honoured on Thursday evening, on the eve of his retirement on superannuation, by the management and staff at a farewell banquet in the Plaza. Mr. Towler was presented with a gold medal from the Canadian Committee of the Company, a pen desk set by commercial travellers of the city with whom he has dealt in his capacity as grocery manager, and with a Hudson's Bay blanket from the members of all departments in the local store.

Austin Carter, local manager, presided, and H. E. Cooper, supervisor of small stores, presented the gold medal on behalf of George W. Allan, of Winnipeg, chairman of the Canadian Committee, who in a letter regretted inability to attend.

ONE HALF POUND
PERIAL

Edmonton's Birthday Barbecue
Following a Dinner Given by the Hudson's Bay Company to a Group of Leading Citizens of the City and Province.

The barbecue was held in the streets from 8.30 until midnight, attended by more than ten thousand people. In the picture, left to right, Mayor Knott cuts the first slice off the roast ox; on the right, Honourable W. L. Walsh, Lieutenant-Governor of Alberta, and Mr. Justice Ford.

Edmonton

Barbecue—The outstanding promotion event was the barbecue which we held on the night of May 1. Preceding the barbecue, a dinner was given by Mr. Hill and the store executive to the Lieutenant-Governor of Alberta, Premier Brownlee, Mayor Knott, Dr. Wallace, president of the university, and about thirty other prominent Edmonton men. After the dinner, the party went to the vacant lot at the rear of the store where the barbecue was held. Mayor Knott, in the presence of the Lieutenant-Governor of Alberta, cut the first slice of the barbecued meat. The 49th Battalion Band was in attendance and played from 8.30 to 11.30 p.m. for a gigantic street dance held on third Street between 101st and 102nd Avenue, which was closed by special permission from the city police department. From seven to ten thousand people were in continual attendance, and from twenty to thirty thousand people visited the barbecue during the evening. The ox was partly cooked by Gainer's packing plant and cooked for about four hours on special barbecue rail over gas and oak-log fire. It was the most successful event of its kind ever held by the Edmonton store.

Miss Loretta Langlois
Winner Smile Contest

Customer Card Contest—During our May sale a customer card contest was featured for the employees. Every member of the staff, selling and non-selling, was given cards to be handed to personal friends, the greatest number of cards bearing clerk's name and customer's signature winning the prizes. The winner of this competition was Mr. Stephens, of our boys' department, who had ninety-six cards turned in to his credit.

Miss M. Berg

Smile Contest—A store-wide smile contest was in operation from April 10 to April 22. One dollar prize was given each day for the salesclerks who had the brightest appearance. Photographs were placed on a board provided for that purpose in the time office and each prize winner was personally interviewed by Mr. Hill, store manager, and presented with the dollar.

Store Choir—Our store choir assisted us in our St. Patrick's Day and Easter selling events. On St. Patrick's Day Irish numbers were sung at 10.30 a.m. and 2.30 p.m., and Easter music was provided on the Thursday and Saturday previous to Easter. The main stairway was decorated with Easter lilies with a pipe organ effect in the background. A great deal of favourable comment from the public greeted both these events.

Trip-to-Calgary Competition—As an incentive to make sales during the month of March, the prize of a week's trip to Calgary store was offered to the highest salesclerk in the best department for the month. Non-selling departments were attached to selling departments in groups and a bulletin board showing daily progress of groups was placed in the staff entrance. This produced a very healthy rivalry, the winning department being the wall-paper department, and the girl winning the trip to Calgary Miss M. Berg.

Edmonton Store Choir

HBC Pep Group—A pep group of junior members of the staff has been formed and been in operation several months. This group meets from six to eight o'clock twice a month and discusses store problems. They have been addressed on subjects of advertising, stock control, sales promotion, credit, etc. The fall programme will consist of a chapter-by-chapter study of the "Buyers' Manual." A great deal of valuable help has been rendered to several junior members in our organization through this method of education. D. V. Hicks, advertising manager, is sponsoring the group.

River Competition—Knowing that there is a tremendous interest each year in the ice breaking up in the river, we operated a competition for the persons who could give us the correct time when the ice in the river would break up. Garden tools were offered as prizes and played up during the competition with good sales results. About four hundred and fifty guesses were sent in, the river moving out April 21 at 4.25 p.m.

Beaver Club Dance—A popular dance and social evening for members of the Beaver Club and their friends was held at the Tivoli, May 27. About four hundred and fifty spent an enjoyable evening with cards and dancing, and it was the best social function of its kind the Beaver Club has ever held.

Ladies' Baseball Team—The Beaver Club are sponsoring a ladies' baseball team under the name of H B C Beaverettes. Miss M. McGreavey will captain the team, and H. Ward will be the manager. With the turnout to the practices so far, we are expecting great things of this team when they get into action.

Visit of Calgary Basketball Team—We appreciated the visit of Calgary basketball team to the store when they played their provincial game with the Edmonton Gradettes. Members of the team were our guests at lunch and breakfast and were introduced individually to the staff at a mass morning meeting. A good group of store rooters turned out at the game at McDougal school in the evening.

* *

Calgary

The Beavers ladies' basketball team of the Calgary store played through a hard season to emerge as champions of Southern Alberta. In a home-and-home two-games series with the Edmonton Gradettes, understudies of the famous world's champion Grads, the Beavers were defeated in their climb for the provincial title. During the latter part of April the Toronto Maple Leafs, Eastern Canada champions, who were returning to the East after an unsuccessful attempt at the world's title in Edmonton, stopped in Calgary for an exhibition game. The all-star team which was chosen to play them included four Beavers in their line-up.

The ladies' baseball team, which has made such a good showing in the past two years, is doing some intensive training preparatory to going into action on May 20.

The store is also represented in the men's senior softball league with the team which last year won their division and went into the semi-finals of the city series.

The Hudson's Bay Company employees golf course was officially opened for play on April 15. The turf is in particularly good shape this year, the clubhouse has been put in first class condition and, although the membership is slightly lower than that of 1932, every indication points to another satisfactory year for this popular employees' recreation centre.

Children's Promotions—On the morning of Saturday, March 25, more than twelve hundred boys and girls crowded the sixth floor of the Calgary store to participate in the marbles and skipping contests. Prizes of toys and sporting goods were competed for and every youngster was given an ice cream sandwich.

The children's promotion for April was a window letter contest in which it was necessary to find the letters in the windows which spelled "Anniversary Sale," and by arrangement with one of the local theatres the prizes for the correct solution consisted of a pass to a showing of a popular children's picture. About fifteen hundred children took part in this promotion and received tickets to the theatre. Of the children who attended, all those whose birthday fell during the week of May 2 received an additional pass to the theatre for themselves and their parents to be used the following week.

An attraction which proved of great interest to the entire staff of the Calgary store during the anniversary sale, May 1 to 6, was the sweepstake in which the horses were represented by the selling departments with their progress regulated by the percentage increase over selling quota. Early in the week forty horses were drawn. The numbered horses were posted on a miniature track and advanced each day according to their departments' sales results.

Weather, clear; track, fast.

263RD RENEWAL OF THE

ANNIVERSARY HANDICAP

Open to 263-year-olds, Canadian bred maidens or geldings, not exceeding slippery hands, to be run on the Hudson's Bay Company track at Calgary over a distance of five and one-half days.

ENTRIES

No.	*Horse*	*Owner*	*No.*	*Horse*	*Owner*
1	Yankee Doodle	Rogers	190	Pocket Edition	Brower
20	Silent Helper	Rogers	210	Free State Mike	Cafferky
30	White Rabbit	Rogers	215	Anna-Mation	Cafferky
50	Patsy Dear	Patton	220	Phar-Lap	Carruthers
70	Ascot	Harper	240	Oriental	Carruthers
80	Tick Tocks	Edmison	250	Shady	Rogers
90	Hunches	Harper	230	Tube Tester (First)	Munroe
100	Purl and Plain	Harper	265	Ironstone	Simpson
115	Kruschen	Edmison	275	Gadgets	Simpson
120	Bookmaker 1st	Hunter	286	Dynamo	Munroe
130	Rob Roy	Macgregor	290	Stickfast	Simpson
145	Fizzlestein	Walsh	303	Help-Ur-Self	Gahn
150	Suit Yourself	Walsh	330	Red Ribbon	Gahn
151	Un-a-Wear	Rea	335	Jelly Bean	Edmison
153	Curve Corrector	Rea	340	Nicotine	Sims
160	Tiny Tots	Fraser	350	Spark Plug (Second)	Simpson
170	Storage Gal (Third)	McCracken	360	Ping Pong	Simpson
180	Mahoney Twist	Holmes	370	Jam Tart	Betzmer
185	Breeches	Holmes	375	Bookworm	Hunter

FORM SHEET

Every horse behaved well at the barrier and broke evenly for a fair start. At the first turn, Spark Plug flashed to the front, but was hard pressed by Fizzlestein and closely followed by the entire field.

Going down the back stretch, Storage Girl, under the able whip of Jockey Fur, advanced a contention for the lead position. At the three-quarters their positions remained unchanged, and it was not until the turn into the stretch that Tube Tester broke from the crowd and literally stole the race with a strong finish. Second and third went to Spark Plug and Storage Girl respectively, with Fizzlestein lagging far behind. The rest of the field also ran.

Birthday Promotion—An interesting feature of Calgary's anniversary sale promotion was the offer of the store to give a one-pound birthday cake to anyone registering at the store whose birthday fell on May 2. In addition, the store offered to give a pound of tea and a pound of coffee to anyone who was more than fifty years old, and to the oldest person registering with their birthday on May 2, the store would give an antique grandfather clock.

More than 250 persons registered as having their birth date coinciding with that of the Company. The oldest person registering was likewise the first one to register in the morning, Mrs. John McDougall, age seventy-nine, wife of the late missionary to the Indians, Rev. John H. McDougall. Mrs. McDougall is one of the best known old-timers in Western Canada, having been the first white woman to come to Calgary. She recalls many vivid memories in the earlier days of the West and Hudson's Bay Company.

Several letters were received from out-of-towners who wished to be registered in the Company's birthday book. Several children born in local hospitals on that eventful day were also registered, including a baby girl born to Mr. and Mrs. A. E. Warrington, Hudson's Bay Company store controller.

To the youngest Hudson's Bay baby, born in Blairmore, Alberta, shortly before midnight on May 2, the store presented a suitably engraved silver spoon. A recent letter from the child's parents advises that the baby will be named Gordon Hudson.

* *

Saskatoon

Beaver Club Dance—More than two hundred guests attended the dance held February 15 in the Spanish Room by the Beaver Club. Mr. and Mrs. W. P. Barrett lent their patronage to the dance, while L. J. Benjamin and O. S. Wakeford acted as masters of ceremonies. Several novelty dances added to the gaiety of the occasion. Prizes in the novelty hat dance went to Mrs. S. E. Demorest and R. E. Childerhose, A. Turner acting as judge. Mrs. Benjamin and Mrs. Barrett presented the prizes to Miss M. Baker and F. Meller, winners in the spot waltz. During the supper intermission Miss Jean McCartney and Ted Cave entertained with a doll dance. Henry Singer and his orchestra furnished a splendid programme of dance music. Miss J. C. Gibb was convener of the delightful affair. A flashlight picture of the gathering was taken.

The wind-up of a successful bowling season resulted in the following winners: Seal of Quality, first, with a final score of 2685; Fort Garry, second, with a final score of 2629; Imperials, third, with 2556. Miss D. Cranston was the high lady bowler with a score of 264 for a single game and 666 for three games. A. Tait bowled the highest single game among the men with a score of 381, and W. McCullagh for the three games with 776. Members of the league voted this bowling season the most enjoyable ever participated in.

As a feature of the anniversary sale, a layette was given to the first baby born in Saskatoon on 2nd May. A letter from the father, L. Victor Cowley, of

Borden, Sask., expresses extreme appreciation of the gift and letter of congratulation, "which we shall keep for our son, when he grows up, as a perpetual reminder that he was born lucky. . . . We have not registered his name and may decide to give him a Christian name commencing with the letter 'B' to follow 'Hudson,' then he would have the initials 'H B C' and would not forget who he was. Again thanking you for your kindness."

* *

Yorkton

During the month of March, our branch underwent extensive internal alterations, each department taking a new location, and the introduction of drug sundries and grocery self-serve sections. Even the office did not escape the transformation and underwent a complete change. These alterations were fittingly shown to the Yorkton public when an "At Home" or "Open Night" was held on March 30, this also being the week of the twentieth anniversary of the opening of the present store.

During the latter part of February, and again in March, we were favoured with a visit from H. E. Cooper, supervisor of small stores.

We welcome Miss F. MacDonald to our ladies' department. Miss MacDonald was formerly of the corset department, Winnipeg store.

We enjoyed the visit of W. E. Peters, of the drug department, Winnipeg store, who spent a busy week with us in the opening of our drug sundries department.

* *

Winnipeg

Beaver Club Open House—The evening of April 27 saw more than a thousand staff members, their families and friends gathered in the new auditorium on the fourth floor in celebration of the club's third family night. The Hudson's Bay Dramatic Club presented an hilarious three-act comedy entitled "Go Slow, Mary," and there was certainly nothing slow about it. Especially commendable was the work of C. Ste. Marie as the male lead, and to him must go the credit of directing the amateur cast in a very fine production. Miss G. Simpson, the leading lady, offered a splendidly understanding interpretation of her role. Miss E. Robertson, as the maid, E. W. Stanley, the "tough iceman," and W. Burke, an Irish policeman, displayed unusual ability in character roles. Other members of the cast who added zest to the play and were distinctly at ease in their interpretations were Misses C. DeDenus, E. Robertson, A. Sigurdson, M. Kuxhausen and Messrs. D. Cox, J. Poitras, and C. Walton.

Following the sketch, flowers were presented to the female members of the cast by Miss G. McKenzie in the name of the Beaver Club. Lunch was then served in the restaurant, and the remainder of the evening was spent in dancing to the music of the "Bay" orchestra under the direction of Eno Pompellio and Claude Turner. Credited with having put over a very successful evening, Bert Leckie, social convener of the club, received hearty congratulations.

SPORTS NEWS—During the 1932-1933 winter season many of the members of the Beaver Club, Winnipeg store, were engaged in various lines of sport.

Hockey—A hockey team under the management of Frank Morris staged a number of exhibition games during the season with such success that it has now been decided to enter this team in one of the organized leagues next winter. An ice carnival was also held in conjunction with the hockey activities and some one thousand people were present at the Olympic rink to witness a large variety of winter sports, races and fancy skating.

Curling—A curling league was formed under the presidency of Bill Gold, with Gordon Dakins as secretary-treasurer, and an interesting schedule was played by the ten rinks which formed the league. G. Lewis was successful in winning out with a rink composed of W. Mathews, M. Nicol and C. Nash, and second prize was won by a rink composed of F. Parker, W. Moffat, W. Watson and O. Haltalin. The annual competition for the Hudson's Bay challenge cup played between rinks representing the retail and wholesale branches was won for the first time in many years by the retail branch. An enthusiastic wind-up was held at the Granite rink to complete the season fittingly, and plans were made for an even more successful schedule for the coming year.

Bowling—After a long season, the shoe team, captained by Bill Garvie and composed of H. Hamilton, R. Leckie, G. Sparrow and A. McPherson, was successful in defeating the other five teams in the league and winning the trophy. Graham Carson and his team composed of A. Dick, B. Burns, W. Cochrane and D. Giles won second place honours. The average prizes were won by Andy Dick with an average of 185, Harvey Hamilton with 183, and Bob Burns with 183.

Bridge—A bridge league also was formed, under the presidency of "Hammy" Baker and with W. Hardyman as secretary, and games were played weekly at the Beaver Club. F. B. Wright and his team composed of Geo. Smith, L. Miller, Nelson Gray and E. Dutton won first place and the Beaver trophy. The other team in the finals was captained by T. Clancy, with L. L. McCanse, H. Baker, Reg. Gray making up the team. The first annual wind-up was held in the Fort Garry Hotel, and indications are that the bridge club will enjoy tremendous popularity during the next season.

Golf—A golf committee formed of J. G. Dakins, J. D. Hargreaves and E. J. Mercer have been busy planning some interesting competitions for those who chase the elusive pill. The Beaver Club has put up a series of monthly medals for A, B, and C flight golfers. At the end of the season the twelve medal winners will play off for possession of the Hudson's Bay golf cup. The first monthly medal competition took place at Kildonan municipal links the week of May 20.

Tennis—At the annual meeting of the Manitoba Tennis Association, C. H. Bonnycastle was unanimously elected president. A very enthusiastic exponent of tennis, "Hum," as he is known to his intimates, is ranking fourth player in Manitoba. Great things are expected from him this year. The H B C tennis club and his associates in the sporting goods department are out to give him whole-hearted support.

Assistant Managers' Meetings—It is generally recognized that one of the most important functions of a training department is to assist the manager in training his staff. To increase its usefulness in this respect, the Winnipeg store training department included in its programme last fall a series of meetings for assistant managers. These meetings were organized for the assistant manager rather than the buyer because it was felt that, since the assistant manager is always in the department, he is often in closer touch with the staff.

The meetings during the fall term were based on Craig and Charters' "Personal Leadership in Industry." Miss J. A. Graham, ex-training director, to whom great credit is due for originating and planning these meetings, acted as chairman. The speakers were chosen from the executives and other members of the management. At each meeting a certain phase of leadership was outlined by the speaker and in addition a specific problem regarding management was discussed by the whole meeting.

This winter, the assistant managers' meetings were continued. A new subject, however, was selected as a theme for them, "The Assistant Managers' Relationship to Other Parts of the Store Organization." The purpose of this series was to give the assistant manager a better understanding of the requirements of his position and his responsibility to other departments in the store. R. S. Carey acted as chairman at these meetings, which were held every second Thursday morning. The managers of the departments included in the programme acted as speakers. These meetings have been very worthwhile. They have been well attended, and the assistant managers themselves say that they have gained a great deal of valuable information from them.

Better Selling Campaign—In conjunction with the assistant managers' morning meetings, two successful campaigns were organized during the past year. In the fall a campaign of one week was conducted for suggestive selling. The results of this endeavour were so favourable that another campaign was held this spring.

The second campaign was called a "Better Selling Campaign." Its scope was broadened to include other phases of selling as well as suggestive selling. The aim of the campaign was threefold: To improve the selling technique of the selling staff; to decrease returns and dissatisfied customers through using better selling methods; and to increase the average sale through suggestive selling. The programme of the campaign was arranged so that these three aspects of selling were especially emphasized.

The campaign was planned and carried out by a committee of six assistant managers—Miss G. Prior, A. Atkins, G. Carson (chairman), J. Connon, O. Funnell and L. Joy. R. S. Carey and Miss M. Stevenson also attended committee meetings. This group deserves great praise for the enthusiasm and effort they put into the campaign. This committee also assisted in arranging the programme for the assistant managers' meetings.

The time selected for the spring campaign was the period between March 1 and the anniversary sale. This particular time was chosen because it was felt that the good effects of the campaign would help to make the sale a success. The opening of the campaign was announced to the staff by a letter from the store manager.

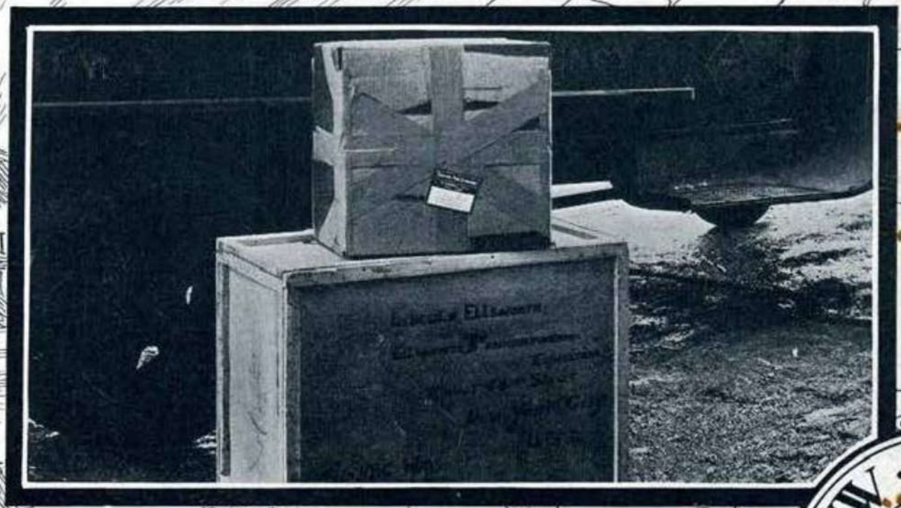
The programme was carefully planned and included many novel features. The regular department meetings during that period were based on the theme of better selling. Each week a better selling bulletin, "What's Up?" was issued. This news sheet was edited by A. Atkins, one of the committee. During the week of the campaign when suggestive selling was particularly

Hudson's B

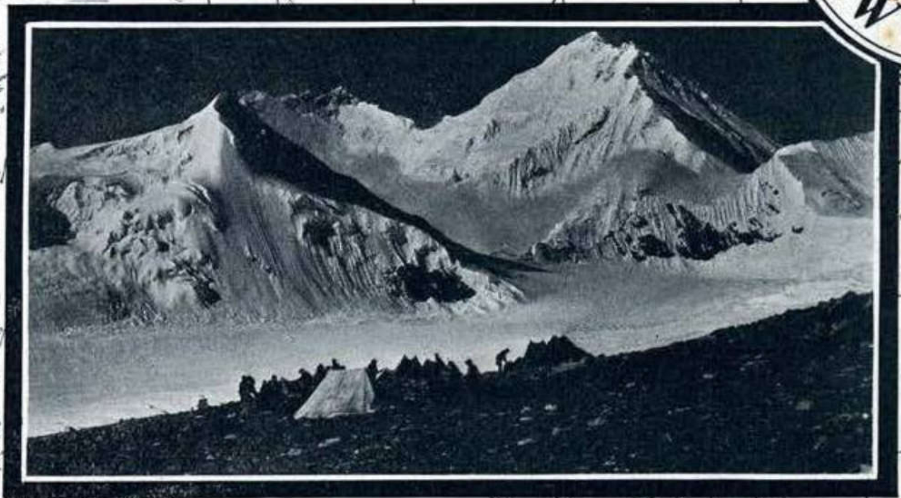
INCORPORATED

MERCHANDISE TO

Blankets-Tea-Coffee-Tobacco-Wher



To the Ellsworth Trans-Antarctic Expedition 1933



With the Mount Everest Expedition 1922-1924-1933 ay Company.

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ALL THE WORLD

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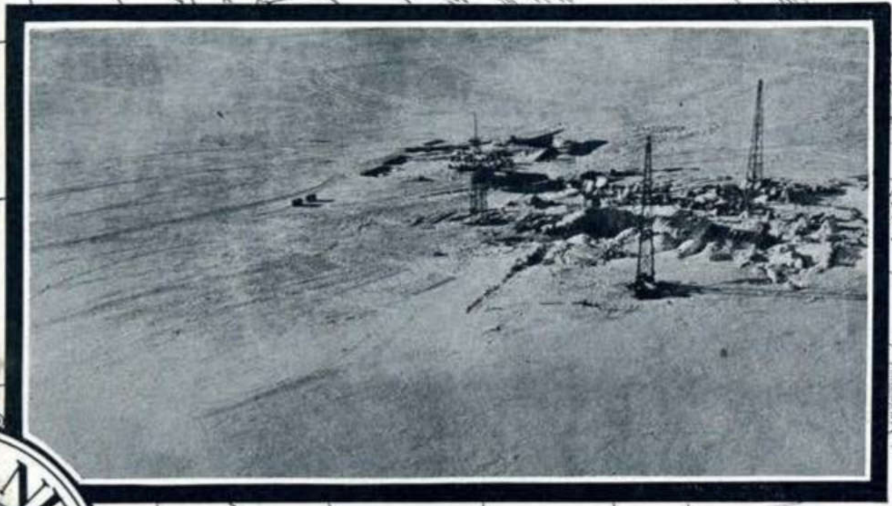


With Byrd to the South Pole
1929

Each year to the Fur Trading Posts of
the Hudson's Bay Company

stressed special tallies were kept of suggested sales. Enough suggestive selling was done to more than pay for the expenses of the delivery department for that week. Among the other items included in the campaign were stunts at meetings, a smiling contest, cards giving pointers on better selling for salesbooks, etc. One feature which did a great deal to stimulate thought was a self-rating sheet called "Are You One Hundred Percent?" which was given to every sales person. The returns from these questionnaires were tabulated and published.

While the campaign was on the committee took charge of all store meetings. Three all-store meetings were held and two floor meetings. At the majority of these meetings the assistant managers spoke or acted as chairmen.

In order to evaluate the results of the campaign, intensive service shopping was done for one week. An analysis of the shopping reports made showed a distinct improvement in selling methods, especially in the greater use of suggestive selling. The sales person with the best shopping report was awarded a prize at one of the all-store meetings.

The campaign was brought to a close by an all-store meeting on the day before the anniversary sale. This was one of the best meetings ever held in the store. O. Funnell, an assistant manager, was chairman. Both G. F. Klein and M. R. McCurdy were speakers at this meeting. Instead of a stunt a movie was shown. This movie was produced by the assistant managers and depicted a perfect day in the store, beginning with the crowd coming in the employees' entrance in the morning and closing with a scene in the cash office. At the end of the meeting a crowd of real "newsies" borrowed from the *Tribune* for the occasion rushed in with "extras" full of news about the sale.

This detailed programme did require a great deal of work, but there isn't a person left in the Winnipeg store now who isn't completely sales-minded.

New Shops—March saw the opening of several new shops in the store; viz., "One-of-a-Kind Hat Shop," "Perfume Dispensary," "Elizabeth Arden Consultation Room," "Pin-Money Dress Shop," "One-of-a-Kind Dress Shop," "Gadget Shop," and "Oilcloth Shop." These were created with a view to better service and a proper presentation of the various kinds of merchandise, and they have proven to be worthwhile acquisitions.

Fashion Promenade—New spring styles in all their fresh glory were presented early in March on the second floor. Music was provided by an orchestra led by Eno Pompellio, of our music department, while ten models promenaded. During the two performances it is estimated that 2,500 people attended. During the tea hour the mannequins paraded in the restaurant.

Canadian School of Home Science—This event was staged at the Winnipeg Auditorium March 28, 29 and 30 before huge crowds. One of the major attractions was the Hudson's Bay Company's spring fashion review, in which eighteen models participated, and many favourable comments were heard anent this part of the programme. We were prominently advertised during the show by various products used by the demonstrator; *e.g.*, Winnie Winkle dresses, Lockwedge shoes, Twinkle Town prints, Sunbeam mixmaster, Deauville Community china and silver-plate, etc. During the progress of the cooking school special window displays of these products were shown. It is estimated that in three days nearly 15,000 women visited the Winnipeg Auditorium and incidentally passed the store windows and came in before or afterwards to shop. Such events as these prove that our location is right and will continue to increase in value.

Week of Spring Sales—March 20 to 25 were the dates of a new sales event which attracted crowds to the store. To announce its opening a fourteen-page newspaper-size circular was prepared by the advertising department and delivered to 70,000 homes in Greater Winnipeg. These circulars were at a premium after the first day of the sale, being sought after, in addition to their bargain news, because of the checker board puzzle contest with its offer of valuable prizes. Throughout the pages pieces of a checker board were printed and contestants were asked to mount these and place them together in the form of a correct checker board. Over 4,000 entries were received and hundreds showed very careful and clever work.

Master Violin Display—During March an event of interest to musicians was promoted in the music department—a display and demonstration of master violins made by John Smith, a resident of Winnipeg. This Scottish violin maker has turned out instruments that have received the commendation of many of the world's greatest artists, including Yasye, Kathleen Parlow, Jan Kubelik, etc. His display showed the violin from the raw woods to the finished masterpiece. In connection with this event a concert was given in our private dining rooms by the Joseph Shadwick String Quartet, using instruments made by John Smith.

I.O.D.E. Day—April 1 proved the most successful day of this kind yet held in the store. The members of the I.O.D.E. worked hard to obtain sales, and by their efforts kept the store crowded all day. A feature of this event was that, instead of executives of the society filling executive positions in the store for the day, they were asked to sponsor our branded lines, such as Lady Hudson hosiery, Cavalier chocolates, Rosemary dresses, Point blankets, Luxura shoes, etc. This, we feel, was a splendid way to introduce these excellent lines to new friends.

William T. Tilden, Second—All sports lovers had their eyes and ears directed to the "Bay" on April 28, when this world figure in tennis spoke from our mezzanine floor. Several thousand employees and public heard an interesting half-hour talk on international tennis, and the address was also broadcast over CKY. We were fortunate in having the great Tilden give two talks—the second in our fourth floor auditorium, which was crowded to capacity. The sporting goods department report that this visit from Mr. Tilden stimulated interest in tennis and that better sales are now resulting.

Old Fashioned Bargain Day—It was decided to change the name and theme of Gold Seal day to the above for April; and the way it was presented caused tremendous interest, which resulted in greater business. In the windows, old fashioned costumes were shown and old files of newspaper advertising bargains of bygone days in contrast to bargains of today. We may say that those of today did not suffer by the comparison. The newspaper advertising followed the same theme, being set up with old fashioned cuts and type, but presenting most desirable bargains for shoppers of today.

Bird House Contest—The boys of Winnipeg and vicinity were invited to test their skill in making bird houses during April, and the Company offered valuable prizes for the best ones submitted. Professor Jackson, the well known naturalist, who kindly consented to act as one of the judges, stated that the houses entered in this contest were by far the best and most practical he had ever seen. Several of the boys were able to make sales of their work to admiring visitors.

EarlyEnglish Bibles Exhibit—Early English bibles and other examples of early printed books were on exhibition for two weeks in the store during April and attracted many interested visitors daily. This collection has few if any parallels on this continent, and includes Mathews Bible 1537 (the second complete bible printed in English), the Great Bible 1539, Tyndal's New Testament 1566, the Bishops' Bible 1568, and many other equally interesting volumes. The books were kindly loaned by the governors of St. John's College.

Artists' Benefit Exhibit—For the benefit of local artists, an exhibition and sale of pictures was announced in the picture galleries this spring. Quite a number of artists exhibited works and some were able to find buyers. Artists and art lovers expressed their appreciation of this effort to encourage local talent in a practical way.

Anniversary Sale—Once again our birthday has been celebrated in the traditional manner by a store-wide sale. But this year the event was promoted in a different way. Our birthday, 2nd May, was set aside for a special one-day sale, and later in the month (from May 12 to 20) the actual May anniversary sale was held. The sale of May 2 was dramatized by means of a huge birthday cake, the public being invited to guess its weight and the successful estimators given money prizes. Four pages of newspaper space were used to advertise the birthday bargains and a large crowd filled the store from nine to six. For the May anniversary sale a twelve-page broadside was prepared and distributed to 70,000 homes. The response on Friday and Saturday, the opening days, was very great, the entire store being crowded in practically every section, and good results were experienced every day until the sale's conclusion. The daily advertising was presented in a different way, each day being given a name and some interesting event or contest advertised to attract people to the store. On Saturday, Lucky Thirteenth Day, the customers who were nearest the lucky spot in the store at thirteen minutes after each hour was presented with an envelope containing $3.13. Monday was known as "Dividend Day," our message announcing "More for Your Dollar." Tuesday was named "Employees' Day," and photos of about fifty smiling faces of our sales people were published as representative of the smiling helpful service that "Bay" customers are given. For this day seventy employees were named as department managers and the store given over to them with instructions to produce a big day's business. The reaction to this unique promotion, both from the public and the employees, was good. Wednesday was called "Real Opportunity Day," a slogan contest being announced with one letter in each of our thirty-eight windows. Next day (Thursday), "Treasure Chest Day," drew crowds to view the very clever treasure chest window and to submit estimates in the pirate's cave on the fourth floor. This contained a huge chest in which were hidden five articles. A board nearby listed thirty articles from which the five were chosen. Customers were asked to guess which five were in the chest. Friday was named "Greater Winnipeg Day," and Saturday "Family Day."

Hudson's Bay House, Winnipeg

The members of the Hudson's Bay House branch of the Beaver Club and their friends spent a very pleasant evening on 5th May at the annual dinner.

Owing to the illness of J. Poitras, the club's president, the chair was occupied most ably by J. G. A. Raymond.

Mr. George W. Allan, chairman of the Canadian Committee, was present and gave a very entertaining address on the advantages of such bodies as our Beaver Clubs and expressed great pleasure at being with us. Other members of the Canadian Committee present were Mr. R. J. Gourley and Mr. C. S. Riley, who were accompanied by their wives.

After a splendid dinner, the prizes won during the past year for bowling, curling and golf were presented by Mrs. Riley. Prize winners were as follows:

Bowling—Teams—First, Miss H. Dwyer, Miss W. Jones, R. Douglas, J. Gemmill; second, Miss M. Kier, Miss S. Purves, J. Poitras, J. M. Headlam. Averages, ladies—First, Miss D. Cooke; second, Miss S. Purves; third, Miss M. E. Macdonald. Men—First, J. Blackmore; second, R. McGill; third, G. Heaton. High single game, ladies—Miss R. Flack. High three games, ladies—Miss R. Johnston. High single and three games, men—W. C. Nelson.

Curling—Teams—First (cup), J. Raymond, L. Scott, E. H. Gamble and J. Reid (skip); second, E. Thornton, R. Douglas, W. Nairn and J. Poitras. Goodfellowship games—First, E. H. Gamble; second, G. Caslake; third, C. W. Elliott; fourth, A. Anderson; fifth, L. Scott; sixth, J. Poitras and P. Carey.

Golf—First (cup), W. C. Nelson; second, J. S. Lowe.

CANADIAN RAW FURS

An Exhibit of Canadian Raw Furs Provided by the Hudson's Bay Company at the Request of the Canadian Government Exhibition Commissioners for the Canadian Section of the British Industries Fair at Olympia, London

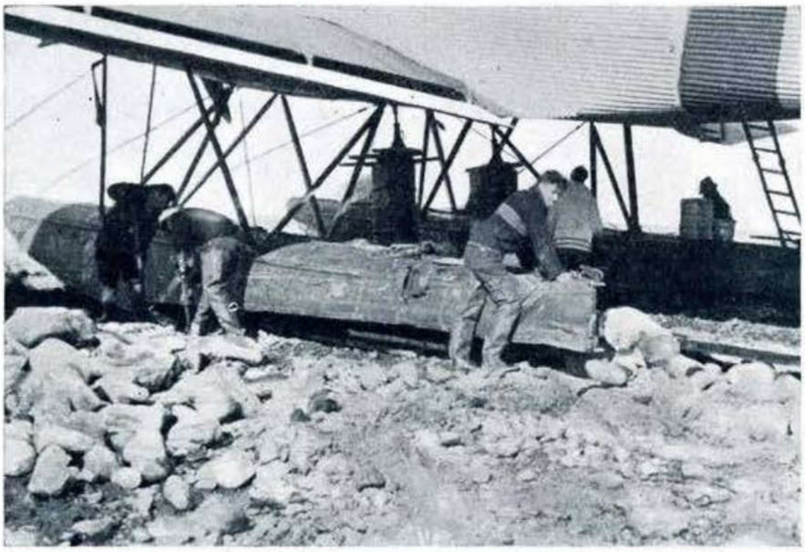
Floats

A Flying Episode Off Eskimo Point, Hudson Bay

> *"Leaking like a lobster pot, steering like a dray"*
> *Out we took the 'Bolivar,' out across the bay."—Kipling.*

SO might the crews of the three aircraft freighting on the west coast of the Hudson Bay have sung one cold breezy morning in September, 1932, as CF-ARM, the largest of the trio, staggered off on one step and trailed into the air while the starboard float spouted dirty salt water for half an hour after the take-off.

However, they had "euchred God Almighty's storm" and by a matter of hours had eluded the grip of the northern winter. Three days later they were at the home base, where assistance, supplies, comfort, everything, was to be had that had been lacking a week before when it appeared that they were likely to be "frozen in" hundreds of miles from civilization.



Repairing Floats at Low Tide

Passenger services by air receive a good share of publicity, but in northern Canada there are phases of aerial activity that appear but little in the limelight. Shipments of mining machinery, consignments of furs, and routine freighting of general cargoes to the northern posts—these activities are not so well known. From being items of front page news value, they have in three years receded into plain jobs o' work.

The Canadian Airways' freighter JU-52, an all-metal low-winged Junkers monoplane of over six tons loaded weight, left Winnipeg on June 25 for Lac du Bonnet, where government tests were carried out.

The first commercial flight made by this machine was for the purpose of taking ten prospectors with their equipment and five canoes to Island Lake, Manitoba. From Island Lake the craft proceeded to Norway House, and thence to Churchill, Manitoba's seaport at the terminus of the Hudson Bay railway.

From Churchill, freight was carried into Nueltin Lake, which is situated approximately two hundred and sixty miles northwest by west of Churchill. Owing to the inaccuracy of the maps of this region, Nueltin was difficult to locate

The next freighting job was from Churchill to Caribou post, which lies between Nueltin and Churchill. The craft then proceeded to Eskimo Point, some one hundred and eighty miles up the coast from Churchill, where there is a small mission and post. Gasoline had been sent on ahead by boat, and in addition five drums of gasoline and one drum of oil were carried in the aircraft. A number of trips were made from Eskimo Point to Padley, one hundred and sixty miles distant, and in order to complete the freighting by freeze-up, arrangements were made to have two smaller craft sent north to Eskimo Point.

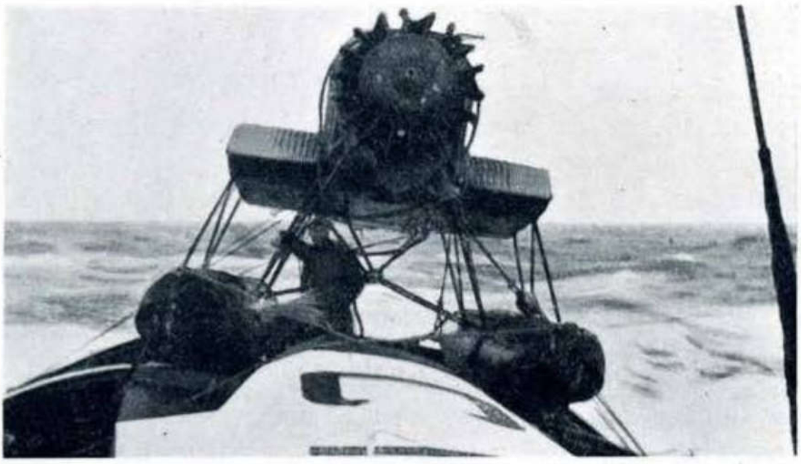
Low Tide After the Storm, Eskimo Point

On the 13th of September, there remained at Eskimo Point one load each for the large freighter and for one small machine. The large machine proceeded to Padley on the 14th and delivered its freight, but the pilot of the smaller machine, who started later, was not able to locate Padley, although he had been given directions, and returned to Eskimo Point with his load. This was the determining factor whereby all the aircraft were compelled to remain overnight. In winter when snow has drifted across this territory it is almost impossible to locate these lakes on the edge of the Barrens. Padley Lake is located at this time by a row of six spruce trees, the only landmark in the neighbourhood. On the evening of the 14th, a storm arose. But before commencing the pilot's narrative of subsequent events, we would draw attention to the fact that these three craft were operating in open tidal waters without docking facilities nearly two hundred miles from rail head and on the western shores of a great inland sea, across which, for six hundred miles, the northeasterly gales have a clean sweep. Inland lakes were already frozen over, and the low-lying country afforded little shelter from the wind in any direction. At the settlement of Eskimo Point there are four white men, in addition to a number of Eskimos, and, as may be surmised, little in the way of extra material was available; in fact every spare piece of sheet metal and every bolt that was available in the settlement was used.

The pilots were: W. J. Buchanan, CF-ARM-JU-52; A. Schade, CF-AMZ; E. W. Stull, CF-AQW. Engineers: A. T. Dyne, A. Gilmour, D. Glen (radio operator), A. E. Philpott and F. Hodgins. •

THE SENIOR PILOT'S NARRATIVE

On September 14 a slight wind was blowing off shore from the southwest, a most unusual direction. At 9 p.m. the wind had veered to the northwest and the barometer began to drop. A wind from the northwest is an on-shore wind which, if the anchors gave, would drive the ma-



At Eskimo Point, Hudson Bay, CF-AMZ Aboard Tug Bound for Churchill

chines onto the shore. At 2 a.m. Gilmour woke me up and told me that the wind was gathering strength, but not enough to cause uneasiness. At 4 a.m. the intensity of the storm had reached gale force from the northwest at about 55-60 miles per hour. The land is low lying and gives the anchorage but little shelter, especially at high tide. We all mustered at the shore in the darkness and as we got there the JU-52 broke her anchor chains; the auxiliary anchors were too light to prevent her being blown onto the rocky shore. We boarded the machine with much trouble not unattended by danger, started the engine and taxied to a small shelter about two miles away. The floats were very badly damaged by the pounding on the rocks. They were waterlogged, and only the excessively high wind held the machine up. By the time the JU-52 was beached and tied up, the tide was falling and daylight had come.

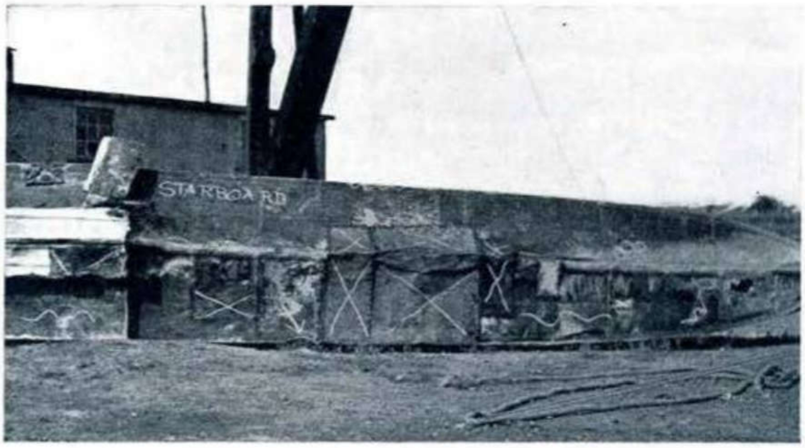
From where I was, I could see that the MZ was dragging her anchor; so we went back along the shore to where the other two machines were. I warned Schade that the MZ was on the move. It was impossible to get to the machine on account of the heavy sea. It was plain now that her anchors were being dragged. She was drifting straight onto the QW. When within twenty yards of the QW the anchor ropes gave and the MZ hit the QW and broke in two. The gale was still blowing hard—sixty miles per hour. (QW had been beached the previous day.—*Ed.*)

To prevent further damage to either of the machines, all personnel were occupied with MZ, warding her off QW. Eventually the wreckage of MZ was beached. The storm continued to rage throughout the following day, the 16th; so much so that we could not get over to the JU-52 to radio a message. The MZ was pulled as well as we could out of the reach of the wind. Wind northwest; temperature 40°. Nothing could be done this day.

On the 17th the wind slackened slightly, to about thirty-five miles per hour. The day was overcast. We went over to the JU-52 and started work on the floats. The condition of the floats was such that we entertained no hope of being able to effect even rough repairs. The right float was battered, seventy-five per cent of the under surface being dented, gashed and torn. The step was pushed in. Then in the third compartment from the rear we found a boulder weighing 150 pounds. The situation was indeed hopeless; but, on considering the alternative (*i.e.*, leaving the machine till freeze-up), the only thing to do was to repair the floats somehow. The wind was still blowing, sharp and bitterly cold. We set out to effect such repairs as we were able.

Here was a machine which, with float equipment, weighed approximately five tons, and it was resting on the floats which had to be repaired. There were no cranes, derricks, or any facilities with which to lift it up so that we could get at the floats. The only feasible solution was to dig a hole among the boulders. Every hole we dug the tide filled in for us, and the water would seep in, tide or no tide. One man was fully occupied baling out each hole while the man in the hole drilled the under surface of the floats to put on patches. A certain amount of material for patching the floats we had with us, but much more we were fortunate to be able to procure locally from the Hudson's Bay Company. But for their supply we could not have accomplished even the rough repairs that we did, and the machine could not have been flown out. One hole in particular we found to be beyond our efforts.

On Sunday, the 18th, the wind was still blowing hard and cold. Mechanics continued work on the floats of the JU-52. Schade and Hodgins were dismantling MZ. There was still one small machine load on the MZ of the Hudson's Bay Company's freight which was to have been taken to Padley. When the sea fell, this load was taken ashore and cached.



Float on Side Showing Emergency Patches, Etc.

On the 19th we arose before dawn (4.30 a.m.), expecting to be able to get away. However, on arriving at the big machine we found the floats full of water; so for that day the trip was off. Through the night the patches on the step had leaked. Work was started again. Again holes had to be dug among the boulders and the water baled out while the tide was at its ebb. In the evening, when the tide returned, we found the machine would float, but the floats still held too much water to trust the machine on the deep. Weather had improved and we thought it possible to drag the machine over to the Hudson's Bay Company post two miles, but nothing more could be done that day.

On the 20th the men went down to the machine to finish off work on the right float. In about two hours they returned, saying it was impossible to repair the ship. Much discussion took place, in which it was proposed to return to Churchill and leave the machine till freeze-up. I finally decided to have one other attempt made to repair the floats. As patches had not proved successful, we now decided to cover the two floats with canvas and have the useless patches replaced with sealskin.

On the 21st of September we were up at 4.30 a.m. There was a considerable amount of ice on the lakes. Gilmour, Dyne, Glen and Hodgins were working on the left float. Stull, Philpott and myself were covering the right float with two layers of duck canvas. We had to stop at 7 a.m., due to the flow of the tide. We went down at high tide to see the results. All appeared well, and but for the fact that it was a neap tide the machine could have been floated straight out. As it was, we could not clear the machine for fear of damaging the canvas on the rocks. Weather overcast; calm. Started snowing hard at 11 p.m.

In the morning of the 22nd we were down before high tide to try to get the machine off. We found it impossible, so between this tide and the evening high tide at 10.30 we dug two trenches fifty feet long, five feet wide and two feet deep to get the machine away safely by the next tide. At 10.30 p.m. (in the darkness) we got the machine afloat and took it over to the Hudson's Bay Company. This took us until 1.30 in the morning. It was arduous work, since we could not put the engine on for fear the speed might strip the canvas off. We could not take the machine far out for fear of it sinking; so we towed it along. The MZ was by now stripped, as instructed, and ready for shipment. I directed Schade to remain with Hodgins guarding the MZ, as I thought the loading of the machine would be too much for one man to deal with. Weather good; glass at 30; temperature 40°F. (MZ was brought out aboard a steam tug.—*Ed.*)

On the 23rd of September all was in readiness. The engine was warmed up, floats pumped out, and I attempted a flying start, but was unsuccessful, the reason being that on the fall of the previous tide the weight of the machine had made small rips in the canvas on the keel and water leaked in between the two canvas layers. As the machine gathered speed, the imprisoned water created a bulge at the rear end of the floats and the machine would not get on the step. We were thus very reluctantly compelled to run it ashore again.

I now decided to take the canvas off and try more patching instead, leaving the big boulder hole uncovered. We had not a sufficiently large piece of metal to cover the hole, so it was left gaping. On this occasion the men turned in at 8.30 p.m., as it was the intention to attempt to get off tomorrow morning at 3 o'clock. Wind still in southeast; temperature 37°; barometer 29.9—dropping.

On the 24th, in the morning, a strong easterly wind blew, which made it imperative that we leave our exposed position. We made the machine as light as possible. By this means, and with the help of the high wind, which assisted to bear up the waterlogged craft, we got off, but only just. From evidence of eyewitnesses, we must have taken two tons of water into the air, judging by the volume that streamed out of our floats for the first half hour of our flight.

On arrival at Churchill (180 miles), knowing the state of the floats, I landed parallel to the shore so close in that, by the time the machine came to a standstill, the left wing was over dry land. There we had more facilities for repairs and a steep shore line. We repaired the big rent. The Department of Railways and Canals supplied us with much of what we required.

From there we proceeded to The Pas (500 miles), where further repairs were necessary. The necessity for repairs was due to the fact that every time the machine took off, the patches on the floats were strained and required repairing before the next flight could be attempted.

At The Pas we borrowed large water pumps from the city authorities and pumped out the floats. We had slight engine trouble, which delayed us a little. From The Pas we flew straight to Winnipeg (350 miles).—*By Permission Canadian Airways Limited.*

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The Cover Picture

Mount Everest and The Hudson's Bay Company

AFTER a lapse of nine years Mount Everest, the ultimate peak of the Himalayas, is under assault again by a party of British climbers, and throughout the world, wherever there are men and women who have known the exaltation of achieving a mountain peak, the expedition is being followed with the keenest interest. While we, who can only lift our eyes to the hills, can appreciate slightly the challenge that this peak of 29,000 feet holds for adventurous spirits.

Again the expedition is equipped with Hudson's Bay "Point" blankets, and the Everest committee has waived its copyright on photographs for use in *The Beaver* in appreciation of the famous quality of this equipment.

This month, in the high fastness of Tibet, the attack is on. Something of the spirit of the venture is told by the secretary in one of his first reports:

"Before leaving Darjeeling, the expedition was blessed by the Lamas of the Ghoom monastery, an arrangement most kindly made by Sirdar Bahadur Laden La, C.B.E. The ceremony was conducted with a beautiful dignity.

"At the moment of the invocation of the mountain spirits, the summit of distant Kanchenjunga came quietly through the clouds, in seeming answer to the prayer. I think that no one who was privileged to be present at that service will ever forget it, or the perfect demeanour of the porters, their steady eyes fixed upon the snows during the invocation, or their heads bent for the blessing which each man of us received separately. It was a dedication to honourable battle."

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"Starlight and Sinclare were both carried back to the saloon, the one to be dropped in a filthy corner and left to come round, the other to be placed on a soft and woolly Hudson's Bay blanket and taken back to Whitefish in Cyril's canoe."—From "The Great Unsurveyed," a story by H. M. Batten in the *National Home Monthly*, April, 1933.

Treaty Payment

By S. A. TAYLOR, Long Lake

TREATY payment, or "Tibaamading" as the Ojibways of Northern Ontario call it, is looked forward to with much anticipation by the Indians. It is their summer fair, so to speak, when each member of the tribe receives from the Government the sum of $4.00 under the Robinson Treaty and Treaty No. 9 and $5.00 per head for those who belong to the Northwest Angle Treaty, notably in the Lac Seul and Lake of the Woods country.

Small as this amount may seem, it is surprising what an air of prosperity it produces. With many of the Indians it is the custom to spend their treaty money in the purchase of silk handkerchiefs, sweaters and hats for the women and children and new shirts or caps for the young men, these articles being usually taken in credit before the great event in order that they may be able to appear presentable to the Indian agent. The result is that they often present a very prosperous appearance whilst actually being on the verge of destitution.

It is usually only the old men and widows who buy judiciously snare twine, axes, kettles and suchlike necessities they have no other means of obtaining.

Upon the arrival of the Indian agent, the payment of the treaty money is usually first proceeded with, each head of a family in turn coming before the paymaster and producing his treaty card, on which is written his name, band number and number of members in the family. This is compared with the paymaster's book and any births or deaths recorded, and after any necessary alterations have been made on the card he is handed his money.

After the tribe has all been paid, there generally follows the election of the chief, if his old term has expired. The chief and councillors (of which latter there are usually two) are elected for a term of three years.

If, as is often the case, the Indian agent has blankets and clothing to distribute amongst the feeble and destitute, this is next proceeded with.

This practically concludes the business, and the remainder of the day is celebrated in sports, preferably canoe races when the weather is suitable. If it is too windy, land sports are engaged in. The evening sees a dance in full swing, which often lasts to the small hours of the morning.

How is the money spent? A month before treaty a small amount is spent for food, a week before treaty some more is spent for clothing to wear on the occasion; on treaty day some more is spent for ice cream, fruits, candies, and the day's requirements of food; and those who are fortunate enough to have anything left for the day after treaty usually buy tea, flour, lard and tobacco.

"How can they do all this on $4.00 per head?" you may be tempted to ask. Well, if one has a family of ten or a dozen, it makes a difference.

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Fond Mother—"I hope my little darling has been as good as gold all day."
Nurse—"No, ma'am, he went off the gold standard about tea-time."

Here and There in the Company's Service

The Canadian newspapers have been carrying a story recently which gives the impression that York Factory is being closed. Actually, of course, it is only being removed from the list of customs ports, and the Company's activities there will continue as before.

Widespread attention has been drawn through many press accounts to the British gun that is to be fired in the United States to welcome the historic frigate *Constitution* when she sails into the Columbia river *en route* to Portland on May 5. The cannon, stamped with a British crown and the number 6, was used at the Hudson's Bay Company post in Astoria, Oregon, in early days. It was acquired by Moses Rogers, who went to Astoria early in the nineteenth century, and now is owned and cared for by Rogers' grandson, E. M. Cherry.

Unsolicited letters of commendation are always cheerful. Recently Mr. W. F. Isaac addressed a letter to the Company congratulating them on the courteous service of Mr. W. Patterson, superintendent of coal delivery, Winnipeg, for unusual service rendered to avoid a serious inconvenience. "I believe that pleasant service of this nature should be brought to the attention of the management. In this case it has certainly retained a customer for the Hudson's Bay Company," states the letter.

Mr. W. W. Kennedy, member of parliament for Winnipeg, also wrote at some length stating "Appreciation of the service which I recently received in your book department on my return from Ottawa last Saturday. I refer to Miss Nursall, whose knowledge and appreciation of books were a very welcome change from my usual experience after more than twenty-five years as a casual but regular purchaser of books. Usually they are sold by clerks who, relatively speaking, have no knowledge or appreciation of books, and so far as they are concerned might as well be sold by the pound."

Raw fur production in Canada for the twelve months ended June 30, 1932, had a total volume of $10,156,225. Thirty percent of this value represents pelts from fur farms.

A new item of export for Manitoba was listed during the spring when nineteen live white ptarmigan were shipped to Halifax for breeding and experimental purposes. J. R. Kerr, veteran fur buyer, captured the birds at Mile 42 and Mile 137 on Hudson Bay railway.

On the significant day of May 2, the Calgary store offered birthday cakes and Fort Garry tea and coffee to Calgary residents of over fifty years whose birthday fell upon the same day as the founding of the Company. To the oldest who registered a birthday on that date, the store gave a grandfather clock. The winner was Mrs. John McDougall, who, with her husband, the

Reverend John McDougall, pioneer missionary to the Stony Indians, was the first white woman resident to enter the southern Alberta country in 1873. Her six children and many grandchildren and great-grandchildren are now residents of Alberta. On the occasion of her birthday, Mrs. McDougall was called upon and congratulated by Mr. Standfield, manager of the Calgary store.

Clifford Cochrane, Charlie Vanderbrooke and Baptiste Gauthier were first, second and third in the second annual Fort Churchill dog derby, a race of two laps of eighteen miles. George Wynn, post manager, checked the dogs on the turn of the race.

To Mr. A. E. Warrington, controller of the Calgary store, and Mrs. Warrington was born on the very significant Company date, May 2, a daughter.

Mr. Bernard J. Pelly was honoured recently in Seattle, Washington, on his retirement from the British consular service. Mr. Pelly's great-uncle was Sir John Pelly, governor of the Hudson's Bay Company.

The first winter flight to Cape Smith on the east shore of Hudson Bay was completed during late March by Pilots K. F. Saunders and Howard Watt of the Canadian Airways with Fairchild "71" and Junkers "34." They were accompanied by C. C. S. Wallace, wireless operator, and C. Palaisy, air mechanic. The object was the transporting of four employees of the Cyril Knight Prospecting Company to the mining claims of that company at Cape Smith.

On the return flight, about a thousand pounds of white fox skins for the Hudson's Bay Company and Revillon Freres were brought out, and the flight was accomplished without mechanical failures at any point. Contact was maintained throughout with the Canadian Airways operators at Cameron Bay, Great Bear Lake, fifteen hundred miles northwest of Cape Smith.

Discussing their flight from Moosonee, in the south of James Bay and the terminus of the T. & N.O. railway, Saunders and Watt said: "After a night of 32 degrees below zero, we took off on March 18 in our two planes. It was only zero then. Mail was dropped at East Main, Fort George and Great Whale River. The country is as flat as a pancake, and full of muskeg to within several miles of the coast. The timber is small and thinning as one proceeds north. Just north of Richmond Gulf the trees end as though the northern part of the country had been levelled with a steam roller.

"We had to wear snow glasses, as the light is so strong; and we were compelled to obtain even darker glasses from one of the Hudson's Bay Company posts to protect our eyes."

While in Winnipeg during the latter part of the winter, testing his plane for Antarctic work, Bernt Balchen purchased from the Company nearly four hundred dollars worth of equipment for the Ellsworth Trans-Antarctic Flight Expedition, for which he is the chief pilot. The equipment included three pairs breeches, twenty parkas, six shirts, six pairs lumbermen's hose, six snow knives, three hide knives, two hunting knives, twenty-four pairs moccasins, ten pairs mukluks, twenty-two pairs duffles.

Fur Trade

Commissioner's Office

MR. Henry Charles Clerisse, special representative of *l'Intransigeant*, Paris, visited Churchill and posts in the Mackenzie-Athabasca district collecting material and photographs for articles for his paper. He was a visitor at the office while he was in Winnipeg and was very enthusiastic regarding the results of his trip and the hospitality extended to him at the Company's posts.

Other visitors at the office during the past few months have included Bishop Dewdney, of Keewatin; Father Lefevre, of the Western Arctic; Mr. J. Cadham, of the Canadian Industries Limited; and Mr. H. S. Mussell, of the International Boundary Commission.

The Fur Trade Commissioner visited Regina, Ottawa, Toronto, Montreal, Quebec, The Pas, Wabowden, Gillam and Churchill.

At Ottawa, arrangements were completed with the Department of the Interior, Northwest Territories branch, and the Royal Canadian Mounted Police for the S.S. *Nascopie* to carry the personnel and supplies of these departments to their stations in the Eastern Arctic. The government party this season will include seven officers and scientists from the Department of the Interior and an officer and three N.C.O's from the Royal Canadian Mounted Police. Major D. L. McKeand will again be the officer representing the Department of the Interior on board and Inspector Sandys-Wunsch will again be in charge of the police contingent, inspecting all the detachments in the Eastern Arctic.

The opening up of the Eastern Arctic voyage to outside passengers this season has created a great deal of interest, and inquiries have been received from not only all over Canada and the United States but from Great Britain, Germany, Denmark, Switzerland, and even the Belgian Congo. A number of passengers have already been booked, and it is expected the *Nascopie* will leave Montreal with a full complement.

The *Nascopie* is now being surveyed and prepared for the voyage, and it is expected she will sail from Ardrossan for Montreal on June 17. Captain Smellie is at Ardrossan superintending the outfitting and will be in command for this year's voyage.

H. P. Warne has visited all the fur purchasing agencies during the past three months. The Calgary agency has been closed for the summer months, and A. M. Jones is at present assisting at Prince Albert. The Toronto agency has now been moved to new quarters at 50 King Street East. J. Neely, of the Regina agency, and P. Carey, of the Winnipeg agency, have been transferred to the Mackenzie River Transport for the summer months.

J. W. Anderson, manager of James Bay district, visited the office during April.

Messrs. Fletcher and Jandron visited Nipigon during March, and Mr. Jandron has remained there since, pending the appointment of a new post manager.

W. M. Conn visited Edmonton, Regina, Saskatoon and Prince Albert recently.

W. Black, late of the Clarke Trading Company of Quebec, has been engaged as merchandising inspector and is employed at present investigating merchandising conditions at line posts.

F. Thornton left Winnipeg on April 5 for England.

J. Poitras, grocery buyer of the Winnipeg depot, was obliged to undergo an operation for appendicitis on April 10, but has now almost completely recovered.

Out of over eight hundred applications received in response to an advertisement placed in the Winnipeg newspapers, the following young men were selected as apprentices for the fur trade and will be proceeding shortly to the districts to which they have been assigned. We wish them every success in their new work. Western Arctic district: Jack Copeland, R. H. Riddell, J. E. Sidgwick, R. S. Cunningham, Thos Scurfield. Saskatchewan district: R. J. Campbell, W. A. McGilvray, R. L. B. Langtry, C. E. Hamilton. Nelson River district: W. H. Green, A. J. Trafford. Mackenzie-Athabasca district: McD. Watson, H. C. Borbridge, R. A. Craig.

* *

British Columbia District

Visitors to the district office during the past three months were: Mr. P. A. Chester, general manager; Mr. H. E. Warne, manager of fur purchasing agencies; Col. L. F. Pearce, of the Land Department, Winnipeg; and Col. J. K. Cornwall, of Edmonton.

It is with deep regret that we heard of the passing of Chief Factor James Thomson on 23rd April, 1933. Mr. Thomson spent a considerable period of his long service with the Company in British Columbia, having been in charge of the district from 1900 to 1911. In those days, the district office was situated in Victoria, and, besides the fur trade posts, the Company had several transport units, consisting of steamers, pack horses, canoes, scows, etc., all of which, besides the administration of the Company's land, came under Mr. Thomson's management.

Mrs. Tipton, wife of W. H. Tipton, of Telegraph Creek, who has spent the winter in Vancouver, left by boat on 4th May for Wrangell, where she will take river boat to Telegraph Creek.

After a very rainy winter, Vancouver beat its own all-time record for dryness during the month of April, when the total rainfall for the month was only .46 of an inch.

Born, at Vanderhoof, B.C., on 7th May, 1933, to Mr. and Mrs. L. F. Murphy, of Fort St. James post, a daughter.

* *

Nelson River District

N. A. Wilding returned from his furlough spent in England on March 10.

The district manager has returned from his winter inspection of Pukatawagan, Granville Lake, Nelson House, Split Lake, Wabowden, Gillam, York Factory, Shamattawa, Churchill and Caribou.

Bishop Dewdney paid a visit to district office on 24th April.

We are pleased to welcome Robert Kyle Muir, who has been engaged as an apprentice and stationed at York Factory.

Chief Engineer Harry Moore passed through Winnipeg *en route* to Churchill, where he will take over his duties as the engineer of the M.S. *Fort Severn*.

Captain D. O. Morris left Winnipeg fur purchasing agency on 31st May and proceeded to Churchill, where he will be in charge of the M.S. *Fort Severn* during the transport season.

Alec Flett, formerly a post manager in Keewatin, Nelson River and Superior Huron districts and now in retirement at Pine Falls, paid us a visit in May.

The district manager left Winnipeg for Churchill at the end of May for summer inspection of all the posts along the west coast of Hudson Bay from Severn to Repulse Bay.

* *

Western Arctic District

Mr. Bonnycastle left for Edmonton on March 19, from which point he proceeded by aeroplane to Coppermine. To date he has visited the following posts: Fort Hearne, Cambridge Bay, Bathurst Inlet, Reid Island; also Klengenberg Brothers post at Wilmot Island.

Mr. Anderson, district accountant, has been transferred to Superior-Huron district, his place being taken by G. A. Cruickshank.

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Mackenzie River Transport

The eyes of the leading mineralogists are turned towards Great Bear lake, Northwest Territories, where the discovery of the great deposits of radium, gold and silver ores were made by the La Bine brothers in 1930. In that year one or two small shipments with a revenue of a few dollars were handled for their company with the optimistic name of Eldorado Gold Mines Limited. Little did we think then that in two years their shipments by our vessels would total over two hundred tons, and their estimates for 1933 exceed six hundred tons. These tonnages do not include any shipments for the other mining companies operating there whose freight we also handle.

The above figures show that our Company is very actively interested in the progress made in the North, not only in Great Bear lake but elsewhere.

Each year a schedule of sailings of our vessels down the Mackenzie river is issued and copies of this year's folder, headed "To the Arctic and Great Bear Lake 1933," have been distributed to all departments of the Company and to hotels and newspapers throughout Canada. The information given and the photographs shown in the booklet are extremely interesting and should be read by all members of the staff. Copies may be obtained from the Fur Trade Commissioner's office or from the transport office at Waterways, Alberta. Tourists who travel down the Mackenzie to Aklavik enjoy the trip very much and have on many occasions recommended their friends to see this part of the Dominion.

Sailings from Waterways started on 18th May, when, in the grey light of dawn, S.S. *Northland Echo* headed for Fort Fitzgerald with over two hundred tons of freight and a heavy passenger list. Captain Harvey Alexander, who has been master of this vessel since she was built, was in command, with practically the same crew as he has had for the last few years. Owing to ice conditions on Great Slave lake, the first steamer for Aklavik does not leave Fort Smith, on the other side of Smith portage from Fort Fitzgerald, till 18th June, when S.S. *Distributor* heads north under Captain Don B. Naylor. The motor tugs *Liard River* and *Pelly Lake* will, however, leave on trips to Fort Rae and Aklavik respectively earlier in June.

During the season of navigation, which continues until early October, regular weekly sailings from Waterways to Fort Fitzgerald are made, with additional sailings by M.B. *Canadusa* during the rush periods. Three trips from Fort Smith are made by S.S. *Distributor*, leaving in the middle of June, July and August for the northern posts.

We referred in the March issue to the wedding of H. N. Petty in Winnipeg in January. We have now to extend congratulations to R. D. Ferrier, who was married in Fort McMurray to Miss R. Irish in April. Mr. and Mrs. Ferrier will reside at Waterways.

Colonel H. G. Reid, G. H. McKay and Miss Clark left Winnipeg at the end of April, and look forward to renewing friendships there at the close of navigation.

We are pleased to see that practically the whole of the 1932 staff is back "on the job" and welcome the newcomers to our ranks who will assist in handling the increased tonnage this season.

In order to show the progress made in handling freight over Smith portage (the sixteen-mile road connecting Fort Fitzgerald with Fort Smith) in the small space of twenty-two years, we reproduce photographs of this famous road, which has witnessed more toil than most spots in the north country, and Ryan Brothers' tractors moving M.T. *Pelly Lake* in the fall of 1932. This tug is seventy-eight feet long with an eighteen-foot beam and is the largest and heaviest vessel to be transferred over the portage.

On May 9 the trade store and warehouse at Fort Fitzgerald, also the Mackenzie River Transport warehouse, was destroyed by fire.

On May 13 the Mackenzie River Transport warehouse at Fort Smith was carried away by river ice.

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Mackenzie-Athabasca District

In March the district manager, J. Bartleman, inspected Fort McMurray and Wabasca posts, thus having completed the inspection of every post in the Athabasca section of the district. In the Upper Hay River section, which is a farming community, conditions are bad, for the reason that very little road work is being undertaken, on which many of the farmers depend for winter employment. The situation is further aggravated by the severe winter and deep snow, coupled with shortage of feed for cattle, resulting in serious loss. In the lower section of the Peace river, conditions are somewhat better, in respect that fur bearing animals are more plentiful.

A new post is to be established at Cameron Bay, Great Bear lake, this summer.

The district office was transferred from No. 10160 to No. 10129, 103rd Street, Edmonton, on 1st April, and now the retail store, fur trade offices, depot and land department are all housed practically under the one roof.

In April the district manager visited Grouard post to investigate the fire which destroyed the post buildings on 17th April.

At Fort Rae, to which there was practically no mail service in the past, there is now much activity, and several planes land there daily *en route* to the mining area at Great Bear Lake.

The "old-timer" plane G—CASK, on which our Governor, accompanied by the General Manager, Fur Trade Commissioner and District Manager, made the trip down the Athabasca and Mackenzie rivers last summer, was destroyed by fire when refueling at Fort McMurray on 31st March.

Generally speaking, Indians have fared better than every other class of people this past winter, for the reason that rabbits, moose and deer were plentiful in most places. Fur bearing animals were also plentiful, and the price was better in comparison with that of any other commodity.

J. J. Loutit, of Fort Chipewyan post, left Fort McMurray on his annual spring fur buying trip down the Athabasca river by scow on 1st May.

The ice went out on the Athabasca river at Fort McMurray on the 27th April, and on the Clearwater river, also at Fort McMurray, on the 28th April.

* *

Saskatchewan District

We congratulate Mr. and Mrs. W. C. Rothnie, of Pelican Narrows, on the birth of a son at St. Boniface Hospital on March 4. Mrs. Rothnie and son returned to Pelican Narrows by aeroplane from The Pas on March 31.

We welcome R. J. Campbell, who joined the service on May 18. Mr. Campbell is stationed at Green Lake post.

The district manager returned to Winnipeg on March 23, having inspected Beren's River, Little Grand Rapids, Deer Lake, Island Lake, God's Lake, Oxford House, Norway House and Cross Lake. Generally speaking, the Indians at the various reserves were found to be in good health and, although the winter was severe, they were in good spirits. At Red Sucker Lake an influenza epidemic raged, twenty-seven of the residents of that camp passing on to the happy hunting grounds before it subsided.

Fort Alexander was visited early in May, during which time the acquaintance of Alex. Flett and C. H. M. Gordon, pensioners and ex-members of Keewatin district, was renewed.

It might interest the members of the old Keewatin district to know that F. A. Disbrowe at Beren's River still remains hale and hearty and shows the same keen interest in test match cricket as he did many years ago. Mr. Disbrowe expects to visit England during the coming summer, after the results of the Irish hospital sweepstakes are known.

J. R. Moar is comfortably settled down at Beren's River enjoying his well earned pension, although we believe the spring will see him amongst the Bloodvein rat marshes again. He celebrated his sixty-third birthday on March 20, being entertained at the post by Mr. and Mrs. D. Paterson.

Mrs. Frank Reid and family, of Green Lake post, returned during the month of March, having spent the winter in Scotland.

It is rumoured that wedding bells are going to ring in the northeastern section of the district during the summer. There will be more of this in the next issue of *The Beaver*.

C. H. M. Gordon, who is a frequent contributor to *The Beaver*, celebrated his sixty-seventh birthday. The occasion was marked by holding an old-time "shindig" at which Alex. Flett, A. Macdonald and the staff of Fort Alexander post were present. The retired Hudson's Bay traders showed the young folks how the Red River jig should be danced. May we wish that Mr. Gordon be spared for many more years of retirement. (Mr. Gordon was born March 13th, 1866, so we presume the above event took place on the 13th.—*Ed.*)

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Superior-Huron District

Walter Black, of the Fur Trade Commissioner's office, visited Sioux Lookout post early in April and installed an up-to-date meat department at that post. W. Brogden, formerly of the Winnipeg retail store, is now at Sioux Lookout in charge of the new department.

There seems to be considerable activity in the mining areas of Ontario, and large quantities of freight have been going in to Pickle Lake, Lake St. Joseph, and Central Patricia Mines.

M. Cowan, acting district manager, visited Gogama, Peterbell, Long Lake, Cavell, Ombabika, Allanwater, Bucke and Sioux Lookout during the latter part of April and early May.

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Fur Trade Commissioner Ralph Parsons and M. Cowan, Acting Manager, Superior-Huron District, at Red Lake Post in February

The freight for Lansdowne House and Fort Hope posts was taken in by Canadian Airways 'planes in March, and that for English River and Ogoki is, at the time of writing, being sent in by 'plane from Calstock and Nakina, respectively.

There has been a very late spring throughout the whole district, and ice on lakes and rivers was still quite firm at the end of April, delaying musquash hunting. Owing to high water in the Winnipeg river, many rats have been drowned out.

* *

"In good times and in bad, the Hudson's Bay Company is the sheet anchor of the British fur trade, and so everyone will be delighted to learn that at least a good portion of the difficulties with which this great institution was faced has been overcome through the wise policy and administration of the new Governor and his fellow directors."—From *British Fur Trade*, May, 1933.

James Bay District

On 2nd January the first dog derby held in this vicinity was very successful. The start was at Moose Factory and the finish at Moosonee, three and one-half miles distant. The event was won by James Gunner, who took seven minutes and twenty-six seconds to cover the course.

During the winter months practically all of the Indians at Moose Factory suffered from an epidemic of influenza, which resulted in about fifteen deaths. At other posts in the district, although prevalent, the epidemic was not so severe.

Corporal Covell left Moose Factory on 30th January for Rupert's House, Eastmain and Fort George and, after encountering exceptionally heavy snow and hard travelling for the whole distance, returned to Moose Factory on 16th March. Constable Totten was in charge of the R.C.M.P. detachment during the absence of the corporal.

Arnold Belcher, moving picture operator, stayed at the post for one week taking pictures of native life, etc., which he found very interesting.

Rev. Joseph Blackburn spent a short time "outside" this winter while convalescing from an attack of 'flu, but we are glad to report that he is now back at the Anglican mission boarding school and fully restored to health.

Rev. George Morrow, of Rupert's House, also spent some time "outside," and left Moose Factory for the return to Rupert's House on 6th March.

Commencing from Moose Factory on 18th February and returning on 1st March, an aeroplane inspection of all Quebec posts in the district was conducted. Pilot H. Watt, of Canadian Airways, was in charge of the 'plane and Great Whale River, Fort George, Kanaaupscow, Eastmain, Rupert's House, Nemaska and Neoskweskau posts were visited. D. C. Bremner, of Kanaaupscow, was found to be ill and was brought out by this 'plane to undergo medical treatment at Barrie, Ont. Apprentice George Dunn, of Fort George, was placed in charge of Kanaaupscow outpost. A. H. Michell, engineer, also flew to Rupert's House by this trip and returned by dog team with Corporal Covell.

During March a party of prospectors engaged by the Cyril Knight Prospecting Company, and in charge of C. W. Workman, were flown from Moosonee to Cape Smith. They took in an assay plant and sufficient supplies to see them through until September next. Two planes were used, one Fairchild and one Junkers. After making a trip to Cape Smith, and while landing at Fort George on the return, the Junkers hit rough ice and damaged the landing gear and one wing, necessitating repairs on the spot. Mr. Kading, of the Junkers Company, was flown to Fort George and made the repairs and both planes returned to Moosonee on 10th April. Pilot Watt had flown from Cape Smith to Moosonee that day with two intermediate stops.

Apprentice W. Fowlie, of Great Whale River, arrived at district office by aeroplane on 24th March and was sent to Barrie for medical attention. He is now temporarily assisting in the Moose Factory store until the summer transport commences.

Rev. Father Bilodeau, in charge of the Roman Catholic mission at Albany, passed through Moosonee in March on his way out for a holiday. He will not be returning until after open water.

Rev. Father Meilleur, of Fort George, also arrived by 'plane and is at present on furlough.

Rev. Father Martel, who has spent the winter at Moosonee and Moose Factory, left 1st May to conduct the summer missions at Temiskamingue, Kippawa, Abitibi, Temagami and other points in that vicinity.

Rev. Father Saindon, V.P., is at present in Montreal purchasing supplies for the Roman Catholic missions on James Bay.

Mrs. J. S. C. Watt and children arrived at Moose Factory on 15th April from Montreal, and left on the 17th for Rupert's House by dog team. Mrs. Watt was taken out last summer and at that time was very ill. It is therefore with pleasure that her many friends will learn that she has apparently recovered completely and is again her own jovial self.

Work on the erection of the Company's new transport warehouse at Moosonee was commenced on 1st May, and by the time this goes to press it is hoped that the building will be nearing completion.

The ice on the Moose river moved out during the week of May 8-13. Despite the extraordinarily heavy snow-fall this winter and the consequent high water, there was no flood at Moose Factory, although one was anticipated.

During the winter months all posts and outposts in the district, excepting Ghost River, were visited, the west coast by dog team and the east coast by aeroplane. The staff were all found in good health, with the exception of Messrs. Fowlie and Bremner, who have been previously mentioned.

Prominent visitors to Moosonee and Moose Factory during the winter were Mr. Geo. W. Lee, W. H. Maund, Col. McLaren, Col. Martin, S. B. Clement, W. A. Griffin, W. R. Maher, A. J. Parr, all T.N.O. officials.

On 9th and 10th June next, Moosonee and Moose Factory are to be honoured by a visit from the Governor-General and party as guests of the Temiskaming & Northern Ontario Railway. We understand that the itinerary calls for a visit to Moose Factory and a cruise to the mouth of the river in the Company's *Fort Amadjuak*. This is the first time in history that a Governor-General has visited this locality, although during the past few years we have received many prominent government officials, including premiers of Ontario, Lieutenant-Governor of Ontario, and the Ontario legislature *en masse*.

Apprentice R. B. Carson is quite a traveller, having made the toboggan trip from Ghost River to Albany and return without any difficulty. This is what we call "strong stuff."

Great Whale River almost assumed the importance of an airport this winter, for, with the district inspection trip and the two 'planes operating to Cape Smith for the Cyril Knight Prospecting Company, frequent calls were made. Mr. and Mrs. Melton were glad to see so many visitors during the long winter.

At the close of winter travel, the Anglican mission Indian residential school at Fort George was nearing completion and Canon and Mrs. Griffin had a full complement of scholars.

William Louttit has recently retired at Albany after forty years varied service with the Company in that vicinity. In the time of James Vincent, factor in charge, he joined the service as apprentice cooper under his father at Albany, and during his career served as cooper, sailor, steward, interpreter and outpost manager at Agamiski, Kapisko and English River outposts. He also served for a short time as caretaker at Charlton Island. Albany, due to its situation on a flat island in the mouth of the Albany river, experiences many floods in the spring when the river ice is breaking up. Louttit recalls many such instances and remembers at one time the water flowing through the door of the tradeshop, although the floor is built some five feet above the ground level. Precautions are taken each spring against floods, and stages are built in readiness for residents should the houses become uninhabitable. We wish Mr. Louttit many more years in which to enjoy his well earned rest.

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St. Lawrence-Ungava District

The Fur Trade Commissioner was a visitor to the office during April after visiting Ottawa, where he was accompanied by the district manager. They interviewed the officials of the Northwest Territories, R.C.M. Police and the Department of Indian Affairs.

The General Manager passed through *en route* to London, England, calling at the office.

Mr. C. S. Riley, of the Canadian Committee, called at the office during the latter part of March.

Visitors to the office during the past quarter included the Minister of Colonization, Game and Fisheries, the Honourable Hector and Mrs. Laferte, who were accompanied by Mr. J. Senecal.

W. C. Newbury left Montreal for Blanc Sablon to commence fishery operations there. He was accompanied by Mrs. Newbury.

A son was born to Mr. and Mrs. H. Petterson, of Weymontachingue post, on the 12th April. Congratulations of the district are extended to Mr. and Mrs. Petterson.

Woswonaby Post, St. Lawrence-Ungava District
Photograph by J. H. A. Wilmot

J. H. A. Wilmot, Assistant District Manager, St. Lawrence-Ungava District, and Pilot Fred Bone, of Canadian Airways, at Oskalaneo

The Venerable Archdeacon Fleming paid us a flying visit upon his arrival on the Cunarder *Aulania* from Great Britain *en route* to Toronto.

Stephen Bradbury, engineer of the M. B. *Fort Amadjuak*, spent a few days in Montreal prior to leaving for Moosonee, attending to loading and trans-shipping the boat to James Bay district.

Visitors to the office during the past quarter were: Major and Mrs. C. G. Dunn, D. A. Clarke, Garon Pratte, Capt. Fournier, Joseph Brie, all of Quebec; R. J. Handford, general manager, Revillon Freres Trading Co. Limited; Inspector Wunsch, R.C.M. Police; Bishop Turquetil, W. A. Steward, Western Arctic district; G. S. Fowlie, Pointe Bleue post; J. Berthe, Revillon Freres Trading Co. Limited; Mrs. W. E. Swaffield, Mrs. S. J. C. Watt, W. M. Ritchie, S. C. Annette, of the Clarke Steamship Co. Limited; J. C. Atkins, C. W. Veysey, manager, Winnipeg Wholesale; Max. G. Hamilton, Indian Agent, Mingan, Que., and A. E. Dodman.

Miss M. Casey is spending two weeks sick leave at St. John's, Newfoundland.

J. H. A. Wilmot left in March and visited Woswonaby, Mistassinny, Chibougamau, Obijuan, Manowan, Barriere and Senneterre posts.

The district manager during the past quarter visited La Sarre, Senneterre, Oskelaneo, Weymontachingue, Bersimis, and Seven Islands. He has recently left for Quebec to visit the posts on the north shore of the Gulf of St. Lawrence.

* *

Labrador District

The Labrador is very much to the front these days in view of the reported discovery of gold in the Newfoundland portion of the interior, and it is anticipated that a considerable rush will be made to that territory via Seven Islands and Northwest River during the coming summer.

Another venture of interest is the trans-Atlantic flight of twenty-four Italian aeroplanes, which will land at Cartwright and refuel preparatory to continuing to Chicago to take part in the World's Fair.

The M.S. *Fort Garry* is at present undergoing her annual overhaul at Bay Roberts, and Chief Engineer Driscoll and Assistant Tobin proceeded there on

April 15 to attend to the engines under the supervision of Captain James Dawe, who will be in charge of the vessel again this season. The *Fort Garry* will leave St. John's on her first voyage for the season on May 28 with supplies for Southern Labrador posts.

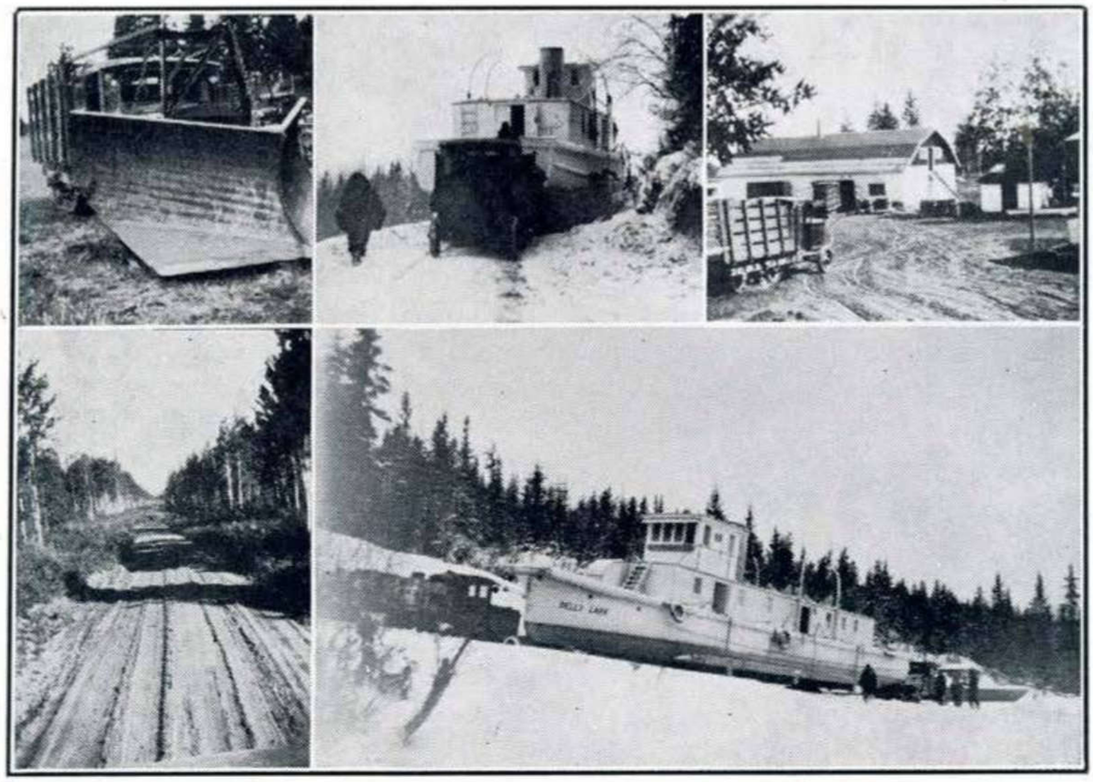
The S.S. *Senef* has been chartered by the Imperial Oil Limited, through the Hudson's Bay Company, to convey fuel to Cartwright for the air squadron, and will sail from St. John's on May 20.

Among the visitors to the office lately we had Captain Smellie, en route to Scotland, and Captain R. Randell, chief officer, who is proceeding to Ardrossan in May. Other visitors included Rev. Canon Piele, of St. John's, Rev. Father O'Brien, of Northern Bay, and E. N. White, late manager of Frenchman's Island post.

B. G. Clench took up duties temporarily at district office during April, and will proceed to Labrador on the opening of navigation.

R. Oakley made an extended fur buying trip during March.

The S.S. *Ungava* and *Beothic* of Messrs. Job Brothers & Company's sealing fleet were chartered for the sealing voyage this year, and the S.S. *Ungava* broke all records bringing in to port the heaviest load ever brought in by any one vessel in the history of the Newfoundland sealing industry. Her turn-out was 49,280 pelts, weighing 1,254 tons.



Top Left—Type of tractor taken north by Ryan Bros. for use on the Smith portage. Note snow-plough on front.
Centre Top—Easing the "Pelly Lake" around a road curve on the way to the lower river over the Smith portage of sixteen miles.
Right Top—Half way house and depot of Ryan Bros. transportation system, the motor garage and repair shops.
Left Bottom—Thirty tons of rich silver and radium ores being carried over the Smith portage en route for treatment at the Port Hope refinery in Ontario. The richest radium ore ever mined in the world.
Right Bottom—The "Pelly Lake," after having completed the journey across the portage safely, shored up on the beach awaiting opening of navigation.

Music of the North American Indian

Songs Without Expression

By CHAS. H. M. GORDON, Pine Falls

THE Indians were singing their strange songs long before the white men came to America. A good singer among the Indians is a man with a loud piercing voice, and he never sings with expression. The tone is forced out by the action of the throat muscles; the teeth are slightly separated and the lips scarcely move as he sings.

The Indians have nothing which corresponds to our concerts, and the singing of a solo is very unusual. An old warrior might sing his own war song at a victory dance, though his voice might be weak from age, but they never sing in order that others might listen and praise the performance.

The only accompanying instruments they have are the rattle and drum, or something which is used as a drum, such as a wooden plank or box, on which they pound with sticks, whilst some tribes stamp their feet or clap their hands.

Since the Indian's idea of music is so different from our own, why do the Indians sing? In old times the Indians believed in a power which we will call magic, and singing was part of all the means of working magic. The Indian knew that certain things would come to pass, such as sunshine and rain, but he believed that by the use of magic he could make the rain come when he wanted it to come, and cause the sun to shine favourably on his fields. Men with great magic power were called medicine men, and they sang songs to bring rain or secure good crops, to heal the sick, or to give victory to the warriors. There were certain ceremonial acts which they performed in doing so, but the singing was the way in which they projected their magic powers. Whilst the medicine men were doing wonderful things by their singing and magic, the mothers were taking care of their babies, making little crooning sounds to hush them to sleep. These sounds gradually took the form of simple melodies.

The medicine men do not regard these lullabys as real songs, for the songs they sing, they say, came to them in dreams, and were given by the Thunder bird or some other mysterious spirit, or handed down from one generation to another and sung accurately and treated with great respect.

◆

THE TIME FOR COURAGE—When you get into a tight place and everything goes against you till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—*Harriet Beecher Stowe*.

THE GIFT OF MAKING FRIENDS—Blessed are they who have the gift of making friends, for it is one of God's best gifts. It involves many things, but above all, the power of going out of one's self and appreciating whatever is noble and loving in another.—*Thomas Hughes*.

A Day With the Wavies

By R. J. SPALDING, James Bay District

MY Indian guide and I grounded our canoe at the edge of a muskeg early one morning, and, collecting the necessary impedimenta, we squelched off to find a suitable place for a shooting stand. After walking interminable miles through knee-deep slime, a spot was found which was wet only in patches. We formed a circle of willow branches and ensconced ourselves therein, the idea being to attract the birds by imitating their call, hoping they would not see us before we could shoot them.

Before leaving the post, I had mentally resolved not to waste shells on ducks, because the wavies would be so abundant. As the morning advanced however, and not a wing appeared above the sky-line, I began to think that this wavy hunt was not all it was supposed to be. By this time, I was prepared to shoot anything with feathers. The local Indians, I understood, lived exclusively on wavies from the fall until January, and I decided that they must grow very slim around Christmas. Hunger assailed me. I had not eaten much breakfast, being so sure that we should be eating wavies for dinner.

We lay motionless as three ducks approached us. Quacking optimistically until they were nearly overhead, we were just getting our guns into position when they observed a foreign element in our clump of willows and winged with quite unnecessary speed for safety. Long and heartily were they abused, and on regaining our breath we consoled each other by saying that these were old and gun-wise birds and that they would have been too tough to eat anyway.

Soon I became aware of a biting wind which was capable of penetrating the thickest clothes with chilling ease. I patrolled once or twice round the stand, and found I had made a ditch about eighteen inches deep, so I had perforce to desist and return inside.

Just then my companion proposed a cup of tea, which seemed to be such a sound notion that I had great difficulty in giving a casual assent. I was famishing and wished that we had killed one of the ducks which escaped. No matter how tough it might have been it would have tasted much better than the soggy bannock which composed our meal.

The birds which got away must have told all the others about the danger in our willow bush, for soon there wasn't a speck in the sky. Presently two or three came in sight, hovering just inside range. Immediately we got our guns ready they flapped a leisurely derisive wing and merged into the horizon. This happened quite often before we were aware of it; so they were consigned to the uttermost depths of perdition.

Some time later some of the more daring flew overhead. My guide killed one; but my efforts in this direction were futile, as I had not even the dubious satisfaction of knocking off a few tail feathers. The victim was suffering from an advanced degree of rickets and senile decay in the later stages. I cautioned the Indian to take care that it did not come apart while he was plucking it. We made a fire right there.

It was mutually agreed, after trying to eat the bird, that it had outlived its usefulness to mankind by a decade or two, and, still ravenous, we started on the return journey.

Obviously, wavy hunting was certainly not all it was said to be, for I had not seen one all day. Following the sport had its uncomfortable disadvantages, I mused as I trudged mile after wearily fatiguing mile. Gulls and crows appeared, wheeling disrespectfully close to our heads. It seemed all nature held a note of mockery as we walked with empty game-bags canoe-wards.

Adventurers

Lords of the forests and lakes were they
Who came from afar to Hudson's Bay;
Stalwart of stature, silent and stern,
Rugged of feature, eager to learn
The ways of the West, the grim Nor'west,
The inhospitable far Northwest.

From Mull of Kintyre and Firth of Clyde,
The Border country and Teviot side,
The Solway Firth and Isles of the North,
Their quest for adventure drove them forth
To the unknown West, the lone Nor'west,
The pitiless, stark and bleak Northwest.

With colours flying, their flag unfurled,
They set their course for the western world.
From up the Thames as far as Gravesend,
Thence down the Channel and round Land's End,
And so due north until Stornoway,
And then—west nor'west for Hudson Bay,
The heart of the West, the dread Nor'west,
Savage, implacable, gaunt Northwest.

They built a fort on the western side
Of the water that marks the great divide
'Twixt East and West, in that far-off land,
And there together they took their stand
In the trackless West, the wild Nor'west,
The irreclaimable, vast Northwest.

We who come after may render praise
For deeds that were done in ancient days.
McKenzie, Campbell, Fraser and Rae
Are names immortal in Hudson's Bay
And throughout the West, the grand Nor'west,
The land of promise, our own Northwest.

—*T. E. Smale, Winnipeg.*

The General Court, 1933

THE Annual General Court of the Company was held at Beaver Hall, London, on April 28, 1933, Mr. P. Ashley Cooper, Governor, presiding. A report was circulated to the proprietors prior to the meeting, and the following points contained therein will be of interest to the staff:

LAND DEPARTMENT

Land administration expenses again show a reduction as compared with previous years. The proprietors will realise, however, that further appreciable savings under this head cannot be expected, as the Company's lands are scattered throughout the three prairie provinces, and, during difficult times, the work involved is at least as great as in periods of prosperity.

Notwithstanding present adverse economic conditions, sales of land have been pressed forward energetically, and this is reflected in the increased acreage sold as compared with the previous year.

Certain organizations with large amounts of "frozen" debts due to them by the agricultural community have made wholesale revisions in respect of both interest and principal. As intimated last year, it is not the policy of this Company to make general remissions but to consider each case on its merits. Many adjustments of contracts have been necessary, but the proprietors may rest assured that every case receives the most careful examination, and that the interests of both purchasers and of the Company are closely studied.

Proprietors will understand, however, that the provisions of the various moratoria enactments passed by several provincial legislatures have a material bearing on whatever action may be taken by the Company in making such adjustments.

During the earlier part of the year collections were well maintained. The price of wheat, however, subsequently dropped until it reached the lowest recorded price in the history of the Winnipeg Grain Exchange (38 cents), and these low prices combined with the effects of moratoria legislation, made a heavy fall in collections inevitable. Under the circumstances, the difficulty of placing any definite value on the instalments outstanding will be appreciated.

STORES DEPARTMENT

As indicated by the Governor in his address last year, the outstanding difficulties in connection with the Stores Department were the heavy ratio of expense and the necessity for a more efficient staff. With regard to the former, the size of the store buildings has presented a difficult problem in the shape of very heavy standing charges. We are glad to record, however, that the economies effected during the year have resulted in a considerable reduction in controllable expenses.

Several important changes in management have been made with satisfactory results, and the standard of the staff generally has shown some improvement.

Reference has already been made to the diminished buying power of the public in the areas served by our stores. While the average sale and the dollar volume of sales have fallen, a satisfactory increase in the number of sale transactions is recorded.

In spite of the difficult credit situation existing in Western Canada, collections have been on a somewhat more satisfactory basis than last year, and the condition of the outstanding accounts may be regarded generally as sound. This improvement is due to the prudence and tact with which this section of the Company's business has been handled by the officials concerned.

During the course of the year the question of the Company's European buying arrangements received the careful attention of the Board and the Canadian Committee. Arrangements have been made for the establishment of a joint buying office in London to conduct the European purchases of our Company and of the Robert Simpson Company Limited, of Toronto, who operate departmental stores in Eastern Canada and, therefore, not in competition with the stores of our Company. A substantial reduction in expenditure has thus been effected, and the arrangement has been sufficiently long in operation for the Board to feel assured that the efficiency of the service provided for our stores in Canada has been materially increased. This arrangement does not involve any connection between the two companies other than as regards the purchase of merchandise in Europe.

WHOLESALE DEPARTMENT

The results of the operation of the Wholesale Department on the restricted basis indicated in last year's report have justified the policy adopted. In spite of poor trading conditions, sales of tea and coffee have materially increased, the increase in the case of the Company's own proprietary brands being particularly satisfactory.

FUR TRADE DEPARTMENT

For several years past it has been necessary to refer to the serious and progressive fall in the prices of furs. During the period under review the decline in the case of many furs has been arrested. The prices of certain furs, notably silver fox, have shown a tendency to harden, but conditions in the world's fur markets still continue to be most uncertain.

Outfit 262 (*i.e.*, the fur trade year ending the 31st May, 1932), the results of which are brought into the present accounts, represents the first complete year in which the reorganization, referred to in the report last year, has been operative. Although conditions and results continued to be most unfavourable, the Board are glad to report that good progress has been made. Expenses have been drastically reduced and the trading results, both as regards furs and merchandise, show a considerable improvement.

The proprietors will recognize that the organization of the Fur Trade Department is of a very special nature and presents particularly difficult problems. Nevertheless, steady progress in the improvement of the personnel and the development of the operations of the department on the lines previously referred to is being made.

The number of posts operated during the year was 232, compared with 256 and 264 respectively in the two previous years, and the number of fur purchasing agencies was fourteen as compared with thirteen in each of the previous two years. These alterations in the number of establishments reflect one aspect of the reorganization of the department referred to in last year's report.

As the proprietors are aware, the fur trade of the Company comprises a collecting organization in Canada and a marketing organization, the headquarters of which is in London. During the past year the policy of co-ordinating the two organizations by exchange of personnel and other means has been systematically followed and arrangements made for maintaining the closest contact. The more efficient working which has already resulted is gratifying and the policy will be continued and developed.

Raw furs are at present practically the only economic product from hundreds of thousands of square miles in the most northerly area of the Dominion. The advance of civilization northward calls for more stringent measures for the conservation of animal life, which is almost the only support of the natives and other permanent residents in that area. Nevertheless the Company's collection of furs was maintained satisfactorily.

TRANSPORT

The use of aeroplane transport in certain areas has been continued during the past year. Although in several cases this method of transport has proved unsuitable, on the whole experience shows that there are many areas in which aeroplanes can be employed with advantage. It should be borne in mind, however, that aeroplane transport has in some cases tended to render districts more accessible to competition than was formerly the case and has consequently made the enforcement of game preservation regulations more difficult.

Two railway lines are now in operation to the shore of Hudson Bay—one to Churchill on the west and the other to Moose Factory to the south. The operation of these two railways has an important bearing on the question of our ocean transport. Until recent years the maintenance of several ocean-going steamers was necessary because the bulk of the Company's collection of furs was brought to market by vessels sailing direct from Hudson Bay to Europe. Similarly, all our merchandise for the fur trade posts in the Hudson Bay area was transported by steamer from Montreal to the various points of call in Hudson Bay. Improved railway and air transport has profoundly modified this situation, and the Company does not propose for the time being to add to its ocean-going fleet.

In addition to ocean-going vessels, the Company maintains an extensive fleet of coastal and river craft, some of which are employed in the waters of the Mackenzie River Transport system. Special attention has been paid to this section of the Transport Department in view of the possibility of increased traffic demands from the opening up of mining areas.

ORGANIZATION

In last year's report and in the Governor's address at the last Annual General Court, the proprietors were given a full account of the administrative problem with which the Board and the Canadian Committee were faced.

The general plan of administration—decentralization with greater responsibility placed on local executives—has been carried further, both in London and in Canada. The results indicate that the plan is proving effective and is securing increased efficiency. Several important changes as regards senior posts have been effected, and a number of other changes were also made. It is satisfactory to record that almost all the vacant senior posts and the great majority of other posts were filled by promotion from within the Company's staff. Steps for the training of the Company's staff are proceeding, and it is anticipated that benefit to the Company's operations generally will gradually accrue.

The economy campaign inaugurated last year has effected large savings and curtailment of expenditure in all departments.

Further steps have been taken to secure improved communication and closer liaison between the various units of the organization.

These measures of reorganization have been carried out at a time when economic conditions are imposing an unprecedented strain on all commercial undertakings. Much still remains to be done, but the Board feel that the foundations of a sound administrative structure have been laid.

PERSONNEL

The proprietors are aware that the Board consider that the most formidable task before them and the Canadian Committee is the provision and building up of a staff adequate to the requirements of the Company's varied activities.

Under the system of decentralization and training referred to above, some progress has been made, but, as the proprietors will appreciate, it takes time to build up an efficient personnel. The Board and the Canadian Committee are giving their unremitting attention to this problem.

During his last visit to Canada the Governor took the opportunity of again addressing personally the whole of the staffs at the Company's principal establishments, and he also addressed by wireless the staff of the fur trade at their posts in the Far North.

The Board wish to place on record their appreciation of the admirable manner in which the general manager for Canada, under the guidance of the Canadian Committee, and the heads of departments and their staffs, have carried out their duties throughout the year. They also record their appreciation of the work of the London manager and the officials and staffs under his control.

CANADIAN COMMITTEE

As will be seen from this report, conditions in Canada have confronted the organization with very serious problems, and the Board desire gratefully to acknowledge the invaluable services which the Canadian Committee have rendered to the Company.

In addition to placing their valuable knowledge and experience at the disposal of the Board at all times, the members of the Canadian Committee have given constant attention and achieved a large measure of success in their difficult task of administering the Company's properties in Canada in a year of most stressful conditions.

At the General Court the Governor supplemented the report by an address to the proprietors, the main points of which were as follows:

My extensive survey last year had given me a most valuable insight into large parts of our business, and so I found that this year I was able to make useful comparisons. I am glad to say that in almost all cases solid progress had been made in the interval.

GREATER EFFICIENCY ESTABLISHED

The change which had occurred in this short time was most marked and reflects the greatest credit on the general manager and our managers. Everywhere large economies have been effected in an orderly and thorough manner, and, great as they are, it does not appear that anywhere have we weakened or damaged the structure. On the contrary, in all directions you can see the greater efficiency which has been established.

The staff, too, shows evident signs of improvement. Decentralization of authority all down the line has allowed far more scope for initiative. The opportunity has been gladly seized. The conditions in which our staffs are working are even more difficult than a year ago. Nevertheless, with the greater freedom and responsibility which they have they are far from disheartened, for they know that, slowly but surely, they are succeeding.

In the same way as last year, at all points we conferred with the local managers of each department. It gave us the opportunity of learning at first hand the problems of each case. Moreover, I was able to explain to each group of executives some of the wider aspects of our business which it is so necessary that they should know if they are to conduct their affairs successfully.

STORES DEPARTMENT

You are all quite familiar with the problems created by the great size of the store buildings and the lack of an adequate staff. These questions have been dealt with fully in the report, and I need only add that, while the size of the buildings remains a difficulty and certain uncontrollable charges in respect of them remain constant, the economy campaign has reduced all other expenses greatly.

Much has been done to raise the standard of our store operations, and I am gratified to say that the benefits which we hoped for are beginning to appear. But I do not want you to get any exaggerated idea of rapid results. It will be clear to you that these economies cannot be carried further indefinitely. You will also appreciate that there comes a time when better financial results can only come from a greater volume of business. The buying power of Western Canada has seriously declined, and the fact that during this period our operations have improved reflects the greatest credit on our managers and staffs. (Hear, hear.)

WHOLESALE DEPARTMENT

Two years ago the scope of the wholesale department was cut down materially. It was decided to concentrate on certain lines, and I am glad to say that on its present basis it is justifying itself. If it continues to improve as it has been doing it should become a satisfactory department.

FUR TRADE DEPARTMENT

You will recollect that the fur trade department was the one in which the greatest losses had occurred, but I explained to you last year the energetic steps which were being taken to put it right. A really great change is taking place in its fortunes. When you remember that most of the posts are isolated and some are so inaccessible that we can only reach them once a year, you will appreciate the difficulty of changing operating methods, of enforcing economy, and of raising the standard of the *personnel*. Nevertheless, Mr. Parsons, our fur trade commissioner, is doing all these.

Since his appointment two years ago, he has personally visited and inspected over ninety per cent. of our establishments in Canada. If you will look at the map and see what that means in travel, summer and winter, you will understand what a tremendous task Mr. Parsons has accomplished. But in the fur trade, of all departments, this personal contact was required. It was essential if the results were to be obtained; and the improvement which is being made is due to the untiring efforts of the commissioner and his staff.

LAND DEPARTMENT

In the report we described the situation on the prairies and its effect on the land department. The fall in the price of wheat produced a rapid decline in collections, but the talk of moratoria legislation was a much more potent factor. It has been the Company's policy to deal with each case on its merits, and the result generally has been satisfactory, both to us and to the purchaser. But with talk of moratoria legislation, many of the farmers, able to pay, ceased to do so. There may have been some hard cases where creditors did not extend the patience which they should have, but on the whole we believe these cases were not common. General legislation of this type may seem to be advisable at the moment, but we gravely fear that the ultimate repercussions may be quite different from what the authors of that legislation anticipate.

In the meantime Mr. Joslyn, who is the manager of our land department, is making progress with the organization of his department. Our knowledge of our properties is very much greater than it was two years ago, and our contact with potential buyers of land and with debtors is close. You will have noticed that we have obtained material reductions in the taxes payable and that there is an increase in the acreage which has been sold. Moreover, the expense of this department has again been reduced.

LONDON ORGANIZATION

In London Mr. Stacpole and the department managers have made marked improvement in our operations. The steps which I described to you last year have been carried farther, with definite benefit to the Company. Expenses have been greatly reduced, revenue has been increased, so that, whereas previously this section was a heavy drain on the business, it is now earning a profit. (Hear, hear.)

SUBSIDIARY COMPANIES

I reported to you last year that we were investigating the operations of our various subsidiary companies. We have continued this work, and not only have we been able to establish closer contact with the companies, but, co-operating with the respective boards and managements, we have been able to effect economies and improvements in operations.

In the report we state that we have increased our holding in C. M. Lampson & Company. I should take this opportunity of telling you that in our judgment the agreement made with this company was impractical and onerous. We are, however, endeavouring to co-operate with them in order to develop the situation for our mutual benefit. In the meantime this company has again paid us a dividend.

GENERAL CONDITIONS

And now to turn to general conditions. The fortunes of this Company are linked in the closest way to those of Canada, especially Western Canada. I can imagine a prosperous Canada and an unprosperous Hudson's Bay Company, but I cannot imagine a prosperous Hudson's Bay Company and an unprosperous Canada. The welfare of Canada and its people means everything to this Company.

We are one of the largest concerns and one of the largest taxpayers in Western Canada, and therefore any unwise legislation or onerous taxation must hit us directly—but much graver would be the indirect effect if either of these should hit severely the people who are our customers in the stores or farmers on our lands.

Although the danger of the present position is not yet fully recognized throughout Canada, among her men of affairs there is serious and growing alarm. Last summer the Canadian Chamber of Commerce appointed a strong national committee to examine the "Costs of Government." They have produced a valuable study, which shows clearly not only the ever-growing volume of taxation but, what is much more serious, the great proportion of the national income which is absorbed by the costs of government. The problem of taxation must be tackled as a whole. It is the same citizen who bears the cost of municipal, provincial, and dominion government—it is the aggregate burden which creates the problem for the individual. The credit of Canada and the welfare of her people demand that the authorities should face the facts.

I have spoken of Canada. But in this Company we are also interested in Great Britain. I should have thought that in this country we had learned the lesson of unbalanced budgets, a sharp lesson, too. And if we want confirmation we need only look at those governments who have behaved as ours did—that is, spent beyond their means and borrowed to make up the difference.

Eminent economists have invented euphemistic words and phrases. But do these new words and phrases in any way alter the fact that if you embark on a policy of spending what you have not earned you come to disaster, sooner or later? (Hear, hear.) The Chancellor of the Exchequer has been urged to remit taxation in the hope that his act of faith will in some way increase the national revenue. These facile means to prosperity are naturally popular with people anxiously searching for some way out of the present depression.

The laws of nature have an unpleasant way of asserting themselves against those who refuse to acknowledge them. The private person, just like the industrial corporation, learns that he cannot defy them with impunity. And yet there is in certain quarters a belief that in some way or other national finance is free from the weaknesses of all other kinds of finance.

As we have seen in valorization and other schemes, when put to the test, the laws of nature operate even in national affairs. The waves when ordered to stand back have wetted the feet of the King Canutes, whether they be economic or even, indeed, political.

ORGANIZATION AND STAFF

I have already told you that during the year we have been steadily developing our plans of administration. The first fruits are already here. (Hear, hear.) The success of an organization such as this depends fundamentally on the initiative, ability, and energy of the managers and staff. We have found capable men and women in the organization who only needed the chance to prove the stuff of which they are made.

I wish to express my appreciation and that of the Board and the Canadian Committee to Mr. Chester, our general manager in Canada, and to Mr. Stacpole, our London manager, and to the executives and staffs of this Company and its subsidiaries. The way they have overcome their difficulties in the past year gives us the profoundest confidence in their ability to succeed in the future. As Mr. Chester is with us to-day, I am sure it will be your wish that we should ask him to take back to Canada to his colleagues and to the whole staff an expression of your thanks and good will. (Hear, hear and applause.)

Now, ladies and gentlemen, I have followed my usual practice and I have given you a full account of our affairs. The confidence which you have accorded to us in the past two years has enabled us to devote ourselves to the restoration of this great Company. That work is not yet complete and in the troublous times ahead of us we still require your support.

THE OUTLOOK

Our determination to further improve our position in the coming year is in no wise abated. We are not daunted by the economic condition of the world to-day, although we believe that 1933 will be more difficult for us than 1932. Our confidence is based on the knowledge that we now have, from one end of the Company to the other, a staff full of fight and, as every day passes, better equipped for the task ahead. (Loud applause.)

◆

"The idea that radio is a great boon to trappers is all very well in theory but it doesn't work out in practice," said one old-timer recently. "Some of those fellows spend so much time keeping in touch with current fur prices that they forget to trap at all. What the North needs is a radio that will broadcast fur prices once a week and be silent the rest of the time."

Mr. S. L. Howe, of Victoria, has recently given four mural paintings of George H. Southwell for the panels of the British Columbia parliament buildings. One panel is based on the meeting of Captain Vancouver and Commander Quadra at Nootka; the second depicts young Chief Factor James Douglas seeking out the site for Fort Victoria; the third portrays the construction of the Hudson's Bay Company's fort; and the fourth is a picture of a pioneer court.

HUDSON'S BAY COMPANY BALANCE SHEET AT 31ST JANUARY, 1933

LIABILITIES

				£	s	d	£	s	d
Capital Authorized—									
3,000,000 Ordinary Shares, £1 each				3,000,000	0	0			
400,000 5% Cumulative Preference Shares, £5 each				2,000,000	0	0			
				5,000,000	0	0			
Capital Issued and Fully Paid—									
2,492,224 Ordinary Shares, £1 each				2,492,224	0	0			
400,000 5% Cumulative Preference Shares, £5 each				2,000,000	0	0	4,492,224	0	0
General Reserve Accounts—									
Share Premiums Account				2,313,724	19	0			
Less Appropriations per Profit and Loss Account				331,622	15	11			
				1,982,102	3	1			
Capital Reserve Fund set aside under Clause 9 of Supplemental Charter of 1912	£629,847	16	9						
Added 1932-1933	5,491	14	6	635,339	11	3			
Saleshops Extension Account	196,676	5	4						
Less Appropriated against Land Account Deficit	54,015	3	8	142,661	1	8	2,760,102	16	0
Specific Reserve Accounts—									
Insurance				150,000	0	0			
Officers' and Servants' Pensions				275,000	0	0			
Provident and Welfare				25,000	0	0	450,000	0	0
Buildings, etc., Depreciation Account—									
Balance, 31st January, 1932				962,548	0	3			
Added to 31st January, 1933				199,381	16	11	1,161,929	17	2
London Premises Redemption Account							3,535	0	0
Creditors, Accrued Charges, Underwriting Surplus, Provision for Contingencies, and for estimated loss on disposal of properties							1,366,529	1	4
							£10,234,320	14	6

ASSETS

	£	s	d	£	s	d
Land, Buildings and Equipment in Canada at cost *less* amounts written off	5,340,571	17	4			
Freehold and Leasehold Premises in London at cost (of which £635,340 represents investment of Capital Reserve Fund *per contra*)	993,714	19	7			
Ships and Steamers at cost *less* Depreciation	36,043	18	11			
Shares in and Advances to Subsidiary, Associated and Other Companies at cost *less* amounts written off and Reserve	302,612	1	5			
Total Fixed Assets (exclusive of Land Department)				6,672,942	17	3
Merchandise in hand and in transit as valued by the Company's Officials, *less* Reserve	1,317,825	17	6			
Debtors (*less* Reserve), Payments in Advance, etc.	845,184	6	9			
British Government Securities (at market value) and Loans to British Corporations	815,063	15	0			
Cash—Net Balance at Bankers, on Deposit, and in Hand	368,006	5	11			
Total Current Assets				3,346,080	5	2
Net Advances to Fur Trade Department since 31st May, 1932, on account of next season's trade				211,762	12	1
London Premises Redemption Policies—Premiums paid				3,535	0	0
Land Department—						
Assets not brought into account (see Report)						
Unsold Lands vested in the Company, 2,043,963 acres.						
Outstanding Instalments in respect of Lands sold, £2,130,505.						
				£10,234,320	14	6

NOTES—

(1) The Accounts of the Fur Trade Department, in accordance with the usual practice, are incorporated in this Balance Sheet as at 31st May, 1932, being the latest date to which the results of that Department are ascertainable.

(2) The Preference Dividend has been paid to 31st May, 1930.

(3) There are Contingent Liabilities in respect of uncalled Capital and in respect of Guarantee of Bank Overdraft of a Subsidiary Company.

(4) Conversion of Assets and Liabilities in Canadian Currency to Sterling has, as usual, been made at par rate of $4.866. Had the current assets less liabilities in Canada been converted at the rate ruling on 31st January, 1933 ($4.00½), there would have been a substantial unrealized surplus.

Nineteen Books Reviewed

By H. M. HUNTER, Calgary Store

BOOK reviews are rather absurd things as a rule. If you have read the book before reading the review, then your only satisfaction will be in differing with the poor reviewer. If you read the review first, it is almost certain to spoil the book for you. Either the review leads you to expect something other than what you find the book is, or it has been so detailed as to spoil the joys of discovery.

With the above fair warning, let us make note of some books. Not all are new; not all will be interesting to everyone. But to many they are books which will be interesting. Make a note of some of the titles, in spite of the commentary. They are in no sort of order, by the way.

To those who have at some time or other read "Grub Street Nights Entertainments," it will certainly be of interest to know that J. C. Squire has this spring published a new volume of stories. They are whimsical things about authors and publishers and suchlike people. He has a most delightful sense of humour and writes the most admirable entertainment with easy flow. You know, of course, of his association with the *London Mercury*. Editorially he has introduced many of our brightest figures. You will appreciate the note at the beginning of this collection, which, by the way, is titled "Outside Eden." It says, "I thank these publishers for originally printing some of these stories. The editor of the *London Mercury* had no option."

Early in the spring a book was published in England about which we have not so far heard a great deal. It is "The Golden Falcon; or the Haggard of Love." The author's name is not given to us, and it is an extremely interesting speculation as to who he may be. Undoubtedly this is one of the most interesting novels of the season. It is an interesting story; but, since the story is entirely bound up in that of a central character, we might more properly say that he is a most interesting character. He lives vividly before us throughout the book—so vividly that you are sure that he will react in certain ways to certain situations, and you feel the urge, as you read, to grasp him by the arm and warn him when he seems headed to the wrong turning. We could tell you all sorts of interesting things about the story. You will enjoy the book more if we don't do so, however; and if you don't enjoy the book, then they wouldn't be interesting in any case. One little note, though: a second enjoyment in reading this volume is to be found in identifying those well known figures of the world of letters whose characters enter but whose names are disguised. Some of these characterizations are very frank.

Do you like mystery stories? In the case of Dorothy Sayers' new volume, "Murder Must Advertise," it really doesn't matter whether you do or not. We certainly recommend it most highly to anyone who has come into even remote contact with the world of "national advertising." Read it; if you come into that category, read it for sure. It's a most delightful combination of humour, characterization, and "whodunit." If you read "Have His Carcase," or any of her others, we need not tell you that Dorothy Sayers is that rare combination: clever, a clever writer, a clever humorist, and a clever detective.

G. B. Stern has brought out a new one, too. "Long Lost Father" is the title she has given it. You will enjoy this, we think. It is entirely different from anything that she has done recently. It is the farcical story, phrased with sophistication, of—but we mustn't tell you the story. We can tell you that it is most amusing entertainment. We can tell you, too, that it is the story of a great lover whose daughter, in the loving belief that she is saving him from himself, completely entangles him in his past. And you can always count on G. B. Stern for skilful workmanship.

We could go on and on, *ad nauseam*, if we have not already reached that stage. But we are limited by space to a few shorter notes.

H. G. Wells' "Bulpington of Blup" came with the new year. Don't worry about the title. The explanation is in the book. And if you haven't yet read it, do make a start. In our humble opinion, it is one of the best of the spring season, one of the best that Wells has done, in a long long time at least.

Sinclair Lewis' "Ann Vickers" came out in January, too. Perhaps you will like it. His heroine covers all the necessary episodes of all the modern novels.

"Memoirs of a British Agent," by Bruce Lockart, is one of those books that are well worth reading. Lockart spent ten years in Russia before, during and after the revolution, and was in direct continuous contact with the inner circles. You will like his style and himself. It is autobiographical, historical, and pleasantly anecdotal.

"One Arm Sutton" by the gentleman who went by that name in Siberia and China while searching for a personal fortune, from the Soviet and China's war lords, until he came to Vancouver with the fortune. He will show you that the days of adventure and the gentleman adventurer are not of the distant past.

"The American Gun Mystery" by "Ellery Queen" is his latest. It's a rattling good one, too. You know his habit of giving you all the details and then challenging you to beat him to the solution. Ever read "Barnaby Ross" books? His latest is the "Tragedy of Z." Keep these pseudonyms straight!

An English mystery story that is exceptionally good is "The Mummy Case" by "Dermot Morrah," another pseudonym. There's a lot of good writing and interesting information in this one. We were induced to buy a book on "Everyday Life in Ancient Egypt" after reading it. However, the story is an up-to-the-minute one placed largely at Oxford University.

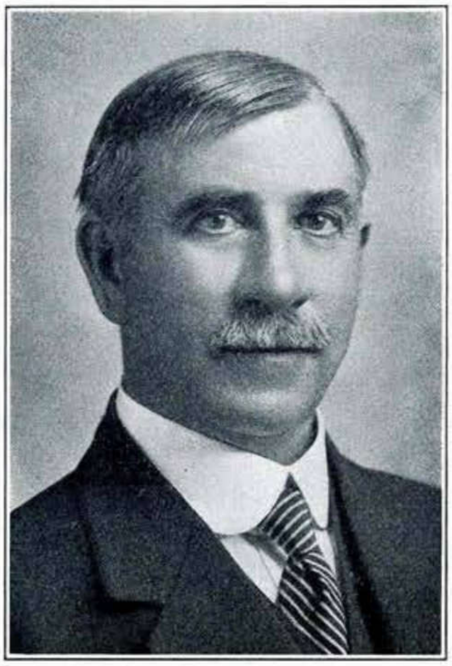
If you are interested in keeping up to date on philosophy, psychology, and the others, there is a very good popular outline by C. E. M. Joad which brings you from where you were to where they are. The title is "A Guide to Modern Thought."

Then, too, there may be some who have overlooked that most popular book on economic thought by G. D. H. Cole, "An Intelligent Man's Guide Through World Chaos." In this paragraph we might mention "Ways of Escape," by Phillip Gibbs, which discusses capitalism and it's illnesses, or at least so we judge from the table of contents, for we haven't yet read it.

Thirteen thousand two hundred and forty-seven new titles are projected for summer and fall publication. We will be glad to supply you with further information upon request.

Obituary

JAMES THOMSON



Late Chief Factor James Thomson

THE flags of the Company across Canada flew at half-mast during three April days in honour of the memory of James Thomson, Chief Factor and member of the Canadian Committee of the Company, who died on April 23 at his home, 39 East Gate, at the age of seventy-four years. Having served the Company for more than fifty years, Chief Factor Thomson had the distinction of being the first employee to rise from the ranks and to be appointed to the Canadian Committee.

Commenting editorially, the Winnipeg *Free Press* stated: "Scrupulous, unswerving devotion to the Company, with strict integrity, was his mark, as it has been the mark of the Company's men. Hard journeys in far regions were part of the year's work, often involving long discomfort and endurance. He knew all weathers and all conditions in the furtherance of fur trading affairs. In that business, and in all his relations with life, the word *noblesse,* in its finer shade of meaning, suited him. He was a true gentleman."

Born in the Orkney Islands in 1859, Chief Factor James Thomson was first intended for a legal career, and spent a five-years legal apprenticeship in Kirkwell before coming to Winnipeg in 1880. He entered the Hudson's Bay Company's service almost immediately on his arrival in Winnipeg, and was one of the last clerks taken on in Old Fort Garry before its demolition in 1882.

Mr. Thomson earned rapid promotion in the Company's service, and was appointed manager successively in Portage la Prairie, Calgary, Vancouver and Victoria before returning to Winnipeg in 1911 to the position of land commissioner, with control over the Hudson's Bay Company's vast land holdings in Western Canada.

In 1918, in addition to the land commissionership, Mr. Thomson was asked to take over the office of fur trade commissioner, with jurisdiction over all the fur trading ports from Labrador to the Arctic Ocean. At the same time he was made a chief factor in recognition of his past services. Both these positions he held until 1920, when he asked to be relieved of the active management of both departments. Although he retired from active service at the time, Mr. Thomson was appointed a member of the Canadian advisory committee of the Hudson's Bay Company, and continued to serve the Company in that capacity until his death.

At the time of Mr. Thomson's retirement from the service in 1920, the secretary of the Company, speaking at the two hundred and fiftieth anniversary dinner to the London staff, said: "Another name we should honour is that of Mr. James Thomson, and I mention this particularly to call the attention of the younger members of the staff to the fact that at the present time it is possible for a man to rise from the lowest to the highest rung of the ladder. Mr. Thomson entered the service of the Company as a junior clerk, and after experience in the fur trade and stores departments, became manager of the British Columbia district. At a later date he was appointed to the position of land commissioner, and when the exigencies of the times demanded it he was also given charge of the affairs of the fur trade. He will retire from the service as soon as the two hundred and fiftieth anniversary celebrations are completed, when he will take his seat as a member of the advisory committee in Canada, the highest honour the board could confer on him."

The Winnipeg *Tribune*, in commenting upon his character, said: "He combined an extraordinary boldness of vision with a gentle and patient competence in routine affairs. He was the first man to rise from the ranks of the great trading company to its highest offices, but he was not a careerist. He was a born leader, whose capacity for decision was grateful rather than oppressive to his associates. A modest man, inaccessible to the gaudy temptations of fame, he played the game for its own sake and enriched the life around him. There is a timeless quality to such a personality; the finest parts of Mr. Thomson's records are in the realm of the unseen and unspoken realities."

* *

Writing in the Vancouver *News*, Mr. Noel Robinson refers to the recent death of Charles Frederick Morrison, a pioneer of the Cariboo gold rush, who was for a time in charge of the Hudson's Bay Company post on the Stikine and later at Port Simpson. He came to British Columbia in 1862 across the Isthmus of Panama. "He was evidently a man of the calibre of the Moberlys, the Finlaysons and the McLaughlans," states Mr. Robinson.

From Mayo, Yukon, comes the news of the sudden death of Thomas Morwick, well known prospector and miner. He was born at Beausejour, Manitoba, sixty-two years ago and for several years was an employee of the Hudson's Bay Company. He took part in the Klondike gold rush and accompanied many great game hunting parties in the North.

J. E. Sinclair, pioneer fur trader and trail blazer, died at Prince Albert on 24th March. Mr. Sinclair was born at St. Andrew's, Manitoba, July 11, 1855. He was in the Company's service for four years, entering when he was nineteen years old. His forbears in Western Canada were fur traders of long experience.

Alexander Bruyere died at Couchiching Reserve, near Fort Frances, on May 2. He was born at Fort Alexander, Manitoba, and had been employed for more than fifty years at Fort Frances by the Company, having served under Factors MacKenzie, Lilly, Crowe and Rounds.

Henry Bear, one-time employee of the Hudson's Bay Company, died at Prince Albert in March at the age of seventy-six.

William Holt, formerly manager of the wall-paper department, Calgary store, died suddenly at Brooklyn, Long Island.

WANTED

* * *

OLD CALENDARS

Anyone having Hudson's Bay Company calendars for the years 1916, 1917, 1918, 1919 and 1922, is requested to send them to the Secretary, Canadian Committee, Hudson's Bay Company, Hudson's Bay House, Winnipeg, to complete an important collection of the calendar series.

STORIES OF BLANKETS

Stories of Hudson's Bay "Point" Blankets that have been in use for forty, fifty, sixty years or more, or blankets that have had unusually severe treatment, will be valuable in compiling promotion material for these products. Communications should be addressed to the General Manager, Wholesales, Hudson's Bay Company, Hudson's Bay House, Winnipeg.

PHOTOGRAPHS

* * *

Clear, sharp, action photographs of life and activities in the Company's service.

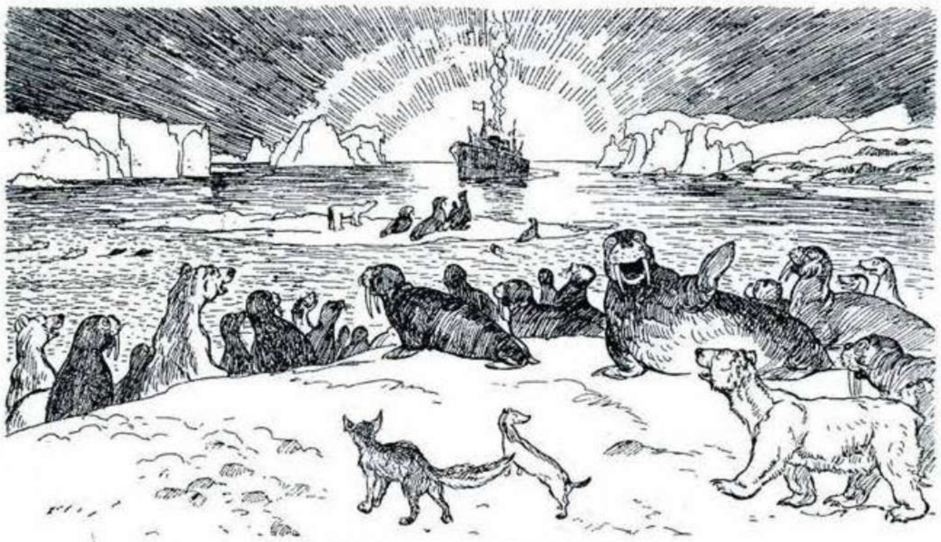
Credit will be given to the photographer if pictures are reproduced.

HISTORICAL RELICS FOR H B C MUSEUMS

Persons lending unusual relics to the Company will be assured of their preservation, and if the items are displayed, the descriptive matter on the card will state by whom they have been lent.

TO THE ARCTIC

A Summer Trip Through Canada's Northwestern Waterways in Thirty-five Days



THE ADVANCE OF CIVILIZATION
It is probable that in the near future pleasure trips to the Arctic regions will become popular.
The Old Walrus—"Come on, boys! Buns!"
(Reproduced by permission of the Proprietors of "Punch")

2000 MILES OFF THE BEATEN TRACK

Down the Athabasca, Slave and Mackenzie Rivers to Aklavik

S.S. Northland Echo and *S.S. Distributor*

1933 SAILINGS—JUNE, JULY AND AUGUST

Special Round-Trip Ticket, including meals and berths on boats

By boat all the way	**$325**
North by boat, South by air	**500***
North by air, South by boat	**530***

*By arrangement with Canadian Airways, combined boat and air round-trip tickets are issued at above rates, enabling passengers to travel one way by air and one way by boat.

SHORTER HOLIDAY TRIPS

For those who cannot spare the time to make the trip to Aklavik, the shorter trip down the Athabasca and Slave Rivers to Fort Smith is recommended.

S.S. "NORTHLAND ECHO"

Weekly sailings from Waterways. Time required, one week

Special Round-Trip Ticket, $50

Including meals and berths on boat

For further information apply:

MANAGER, MACKENZIE RIVER TRANSPORT
Hudson's Bay Company
WINNIPEG
Agencies; Waterways, Alta.; Edmonton, Alta.; Peace River, Alta.;
Fort Fitzgerald, Alta.; Fort Smith, N.W.T.

FORT GARRY TEA PACKET
FORT GARRY
INDIA CEYLON
INDIA AND CEYLON
TEA

Fifty cents

50 CENTS CANADA

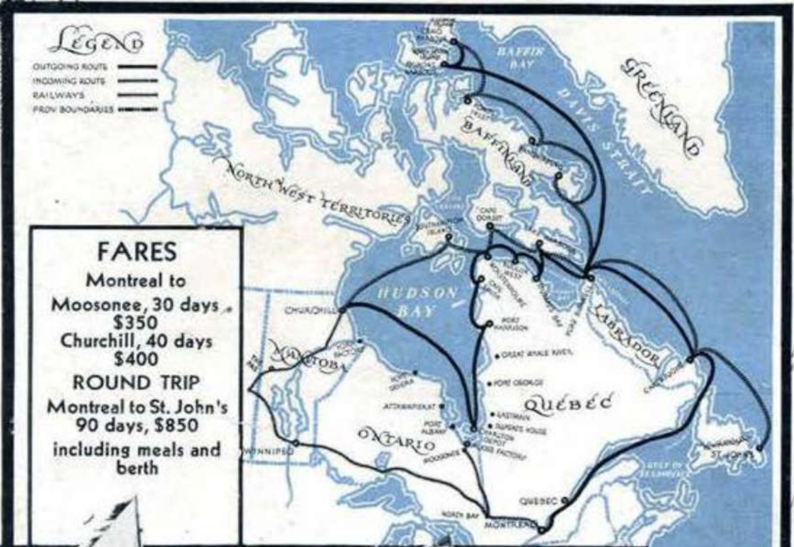
a pound-

AND WORTH IT!

Guaranteed by the Hudson's Bay Company to be
superior in quality to any other packaged Tea selling
at fifty cents a pound.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

To HUDSON BAY and the Eastern Arctic


LEGEND
OUTGOING ROUTE
INCOMING ROUTE
RAILWAYS
PROV BOUNDARIES
BAFFIN BAY
DAVIS STRAIT
GREENLAND
BAFFIN LAND
NORTH WEST TERRITORIES
CAPE DORSET
HUDSON BAY
CHURCHILL
MANITOBA
LABRADOR
GREAT WHALE RIVER
FORT GEORGE
QUÉBEC
ATTAWAPISKAT
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FARES
Montreal to
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$350
Churchill, 40 days
$400
ROUND TRIP
Montreal to St. John's
90 days, $850
including meals and
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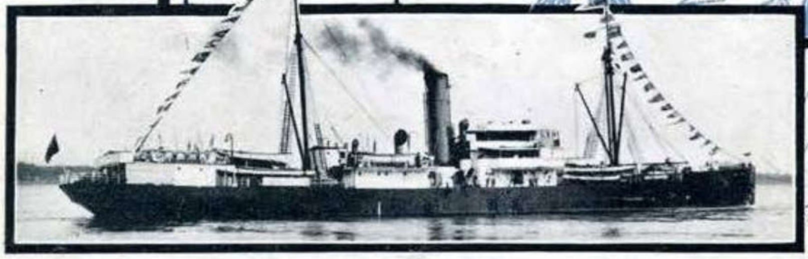

HUDSONS BAY COMPANY TRADING POST

PASSENGERS, FOR THE FIRST TIME

Are being carried into Hudson Bay and the Eastern Arctic this summer.

The Hudson's Bay Company's ship "Nascopie," will leave Montreal on July 8 to create a new travel route to the North. Ship-and-rail connections at Moosonee, Ontario, on James Bay, and Fort Churchill, Manitoba, on Hudson Bay, now make convenient for travellers this great north country.

For information apply

Fur Trade Commissioner,
Hudson's Bay Company,
Hudson's Bay House,
Winnipeg, Manitoba.

ROYAL CANADIAN MOUNTED POLICE

Hudson's Bay Company.
INCORPORATED 2nd MAY 1670.